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1. The designated Office is hereby notified of its election made:

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TITLE: SYSTEM AND METHOD FOR GENERATING INTERACTIVE ANIMATED INFORMATION AND ADVERTISEMENTS

BACKGROUND OF THE INVENTION

1. **Field of the Invention.**

The present invention lies in the area of modular creation of digital media.

2. **Description of the Related Art.**

Digital media is pervasive; anyone who surfs the web, turns on the television, or plays with a multimedia CD-ROM has experienced digital media. In its most effective form, digital media is entertaining, enlightening, and educational. Currently, there exist many different competing standards for creating and storing digital media that fall into one of several major categories:

The first category is the pixel-based image, where each pixel comprises a dot on a computer screen. Each image is stored as hundreds of thousands of such dots, and this type of format, also known as a bitmap or pixmap (for pixel map), is generally used for scanned photographs or digitally generated pictures. Typical examples of this format are the JPEG, GIF, and the PICT.

A second category of digital media is the vector-based image, where the digital media is stored as a series of lines and curves, also known as splines or Beziers. These lines and curves can form or define regions that may be filled with colors and gradients. A vector-based image is generally better than a pixel-based image for representing a drawing and is thus a popular format for clip art. Vector-based images are also more compact than pixel-based images, as vector-based images are based on mathematical descriptions. Typical examples of vector-based format are

PostScript and Macromedia Flash, while Adobe Illustrator and CorelDRAW are popular vector drawing programs.

A third category of digital media is the digital video format, where multiple pixel-based image frames are put together to represent video. Digital video, which is really a variation on the pixel-based image format, is often used for CD-ROM titles, including games and multimedia. In addition, streaming video formats such as RealVideo, QuickTime and AVI essentially belong to the digital video format category. Furthermore, most computer animations are stored in digital video format.

There are many ways to create digital media but they generally follow a similar pattern: (a) there is a canvas, source or scene file—a binary image or vector file in which digital artwork is created or imported; (b) this canvas or scene file is modified and then imported for printing or for a Web page. Should animation be involved, a keyframer or timeline would be used to allow for modifying the scene or canvas to account changes in the image over time. Animation software then interpolates over these changes in the image to produce the final animated result.

Even so, digital media tends to be difficult to create. Authoring tools often use a "bottom up" approach, where the scene file often must be created from scratch. Once created, a scene or source file is often difficult to modify, and, in addition, takes up large amounts of hard drive space. Media authoring tools are usually complex and require considerable investments of time and money. Moreover, authoring tools typically are disconnected from each other and may not communicate among themselves. Furthermore, clip art, which could save time in the creation process, is usually difficult to customize. Thus, creating digital media is often an expensive and time-consuming task.

SUMMARY OF THE INVENTION

Briefly described, the invention comprises a system and method for creating, storing and retrieving digital media for the purpose of generating animations. The invention comprises a digital media data object system as well as the data objects themselves, called WordChips.

Each WordChip contains fields for basic Data and high level MetaData, as well as pipes for communicating with other WordChips (Frequency Pipes), user interface information (PMAP), identifying information (Standard Info), object parameters (States and Verbs), and a script (ActionScript) for instructing the WordChip on performing basic technique. The Data, or basic digital media data, can be formed from a variety of sources such as binary multimedia files, HTML/Javascript code, executable code or plug ins, and plain text files. An editor (ALICE) is provided for putting these elements together.

Once formed, each WordChip is stored in both a public dictionary and a private database. The user can then create Metaphors, which are singular WordChips that are defined or derived from other WordChips. Sentences may be formed from both basic WordChips or Metaphors, and may be used to specify a sequence of images as well as background or other effects. A Story, which is a combination of WordChips and Sentences with background animation elements, may be created and saved for future customization. A story author may use a commercially available animation tool to rapidly create the Story's background animation elements, then uses ALICE to specify which types or genre of WordChips fit into the Story. A subsequent user of the Story then can retrieve the Story and fill in particular WordChips to customize the Story for his or her particular use. A Story that has been filled in is then sent to the Media Engine for a final preview and if satisfactory, producing the final animation in a number of different formats.

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 illustrates an overview of WordChip creation and storage, as well as how the WordChip is used in conjunction with the Media Engine to produce a finished animation product.

Fig. 2 illustrates all the elements of a typical WordChip data structure, including data, metadata and elements used for interacting with other WordChips and with the system.

Fig. 3 illustrates the WordChip creation process.

Fig. 4 illustrates the story editing process.

Fig. 5 illustrates the WordChip in relation to the Metaphor, the Sentence and the Story, all of which build on the basic WordChip.

Fig. 6 illustrates the Metaphor, a WordChip that is defined based on other WordChips.

Fig. 7 illustrates the Sentence, a structure for combining WordChips in a sequence or with background effects.

Fig. 8 illustrates the ALICE, the Animated Language Interactive Commercial Editor.

Fig. 9 illustrates a Web-based wizard for creating a raw animation file.

Fig. 10 is a flow diagram that provides an overview on the story creation and WordChip creation processes.

Fig. 11 illustrates a sample story file with slots for future insertion of WordChips.

Fig. 12 conceptually illustrates a Story with Open, Semi-Open and Closed Slots.

Fig. 13 illustrates the relationship between raw animation file and an unfilled Story.

DETAILED DESCRIPTION OF THE INVENTION

During the course of this description, like numbers will be used to identify like elements according to different diagrams illustrating the invention.

The present invention 10 proposes to solve the problems of digital media creation by providing the user with a process and system by which complex arbitrary digital images, animations, and Web pages, can be described quickly and put together to form complex animations. Referring to Fig.1, the key parts to the invention are The Animation Language ("ANIMAL"), which provides a way to describe animations via digital media data objects known as WordChips 12.

WordChips 12 are data objects for naming, sorting, and referencing different types of media elements. The basic WordChip 12 is a digital media data object that contains not only raw digital media content but also additional information for interacting with other WordChips 12 to produce the desired media effects. Referring to Fig. 2, a prototypical WordChip 12 contains (a) Frequency Pipes 34, communication pipes that enable WordChips to communicate information to each other; (b) an ActionScript 36, as a way of encapsulating technique into a WordChip via a script; (c) UI tags 38, generic user interface information for providing information on how to display the WordChip 12; (d) States & Verbs 40, for storing parameters, alternately called "conditions and actions"; (e) MetaData 44, high level information about a WordChip; (f) Standard Info 46, which constitutes basic information about the Name of the WordChip, keywords, author name and contact info, as well as a preview picture of the digital media content; and (g) Data 42, the raw digital media content itself.

Creation of the basic WordChip starts with creation of the raw digital media content. The content may be graphics, multimedia or an animation created from software such as MacroMedia Flash, but a WordChip can be used for other types of digital media content such as sounds, music, 3D models, vectors (e.g. clip art). Digital media could even include HTML/Javascript code 18 that will produce the desired effects, and may also include text 22. Code-based effects or plug-ins 20,can also supply the digital media content, in which case the resulting WordChip would be termed a CodeChip as opposed to a data-only WordChip. These code-based effects may be generated from a compiler or an object development tool such as Microsoft Visual Studio®. The Data 42 found in a WordChip 12 could include any combination of these types and can include multiple data elements of each type as well.

Once the digital media content has been created, it is "minted" or compiled into a WordChip 12 using a Java application named the Animation Language Interactive Commercial Editor (ALICE) 14. The digital media content, or Data 42, is combined with MetaData

information, which identifies what kind of data it is as well as key information pertaining to the digital media content itself. For example, if the Data is a bitmap image of a target, the MetaData could contain the location of the center on that bitmap, so that the image of an arrow could properly hit the target. In addition, basic information such as the name, keywords, type and author of the WordChip may be entered. Of these, the keywords are the most important because they provide information to the WordChip system regarding the WordChip's compatibility with other WordChips. Referring to Fig. 2, the resulting WordChip may be previewed and further edited, and is displayed as a standard 35mm photographic slide preview 15. Once minted, WordChips 12 may be stored in a WordChip Dictionary 26 as well as a user's own database 24 for faster retrieval or for proprietary graphics. In either storage area the user is able to browse and select WordChips, all of which have a preview image and a title, by using ALICE 14 or a Web page interface 28.

In addition to minting WordChips 12 from basic digital media, WordChips 12 may be created and defined in terms of other WordChips 12; these defined WordChips are termed Metaphors 56 (Fig. 5 & 6). The user defines each Metaphor 56 in terms of slots, which are essentially parameters that match other WordChips 12. WordChips could then be inserted into the specified slots to form the Metaphor. The user specifies the level of generalization for any given slot. For example, as shown in Fig. 6, in order to create a Metaphor 56 that describes a birthday cake, one could specify either "candles" or "an incendiary object" as a slot. Finally, each Metaphor 56 is itself a singular WordChip 12, and so Metaphors 56 are recursive, so that one may create Metaphors 56 based on other Metaphors 56.

After singular WordChips 12 have been created, either from basic digital media data or as Metaphors 56, they may be put together to a form a combination of WordChips known as a Sentence 58. Typically, the Sentence 58 describes animation, motion, or interactivity of some sort, and the user can specify instructions 60 for the interaction between the different WordChips, which may describe image, effects, or backgrounds. These instructions 60 may include

conditional branches, such as if-then constructs or an event loop, and allow for flexibility in the final presentation. For example, an explosion effect might need to wait until a mouse-click or rollover event. Thus, as shown in Fig. 7, a somewhat abstract Sentence 58 of WordChips 12 may be used to produce an animated sequence 61 of images and effects without requiring the user to specify particular images or frames.

All of the basic data elements such as Sentences 58, Metaphors 56, and basic WordChips 12, however, find their major use in creating Stories 62, which are combinations of singular or multiple WordChips 12 with background scene animations. As the name suggests, a Story 62 itself is a full combination of digital media elements that is used to create and represent the final complete animation. However, the Story is not a single animation but rather a template with animation variables or Slots 70, parameters into which different WordChips 12 may be inserted. Consquently, creating an animated presentation involves a creation phase and a use phase. As shown in Fig. 10, a Story 62 is first created by an author who uses an animation tool and ALICE 14 to transform a basic idea into a Story 62 with Slots 70 capable of receiving WordChips 12. A subsequent end user of the Story 62 then inserts his or her own WordChips before sending the Story 62 to a Media Engine 30 for rendering of a final animated media presentation.

Authoring, or creating, a Story 62 requires several different steps. Referring to Fig. 10, a raw animation file 66 is created or prototyped with the use of either web-based software Wizards 64 (see Fig. 9) or a commercially available animation tool 80, such as Macromedia Flash Authoring Kit. The author uses either tool to design a basic animated scene file 66 in which certain portions or elements are left blank so that different WordChips 12 may be filled in later. Referring to Fig. 13, these WordChip blanks 68 are marked off from other elements 84 in the animation file by drawing or placing a gray square to act as a placeholder for where a WordChip is supposed to be placed. The gray square was selected as a shape because one can more easily tell if a square were undergoing a stretching or a rotation during animation. In addition, a gray

color itself would be less likely to conflict with colors in the raw animation file 66 itself. As an example, if one wanted to author a Story 62 in which an object were bounced off a floor, one would use off-the-shelf animation software tool to draw a raw animation file 66 in which a gray square bounces off a floor. For simple animations, a Web-based Wizard (64) may be employed to similarly create the raw animation file based on user prompts as shown in Fig. 9.

Once the raw animation file 66 has been created, the file is read into ALICE 14, where the raw file 66 is effectively turned into a Story 62 with Slots 70 capable of accepting WordChips 12. The story author uses ALICE 14 to first convert the raw file 66 into a Story file 62 in which the gray blanks 68 are converted into Slots 70. As part of this conversion process, the author may decide that only certain types of WordChips may fit into a given Slot 70. For example, the author could prevent sound WordChips 12 from being inserted into a slot for the rectangular object. In addition, the author may deem certain slots as Closed Slots 72 by filling these slots with WordChips and locking them against end user editing (see Fig. 12). On the other hand, the author will likely leave certain slots as Open Slots 74, where the author permits a later Story user to fill in Slots 70 with any WordChip 12 that matches the slot type. Finally, as illustrated in Fig. 12, the author may restrict WordChip selection by make a Slot 70 a Semi-Open Slot 76, so that only WordChips 12 from a author-specified list 77 may be inserted in that Slot 70. ALICE 14 has access to the WordChip Dictionary 26 in case the user wishes to confirm that certain WordChips exist. Each Story contains many of these slots, and the author may choose to open, close or semi-open any or all of them to his or her preference. In addition, the author may preview the animation in ALICE, which sends the Story to the Media Engine 30 to render a preview. Once again, gray squares serve as placeholders for the various Slots, and the author may make adjustments before either saving the Story in a database or further customizing the Story 62 prior to final animation.

An end user of a Story 62 subsequently customizes a previously authored Story by using an end user editor 78. The end user editor 78 reads the structure 48 of a Story 62 and, using the Story Reader 50, displays the open slots 70 and semi-open slots 76, which are the parameters into which WordChips may be inserted. The end user may then customize the Story by selecting WordChips 12 for insertion into the Story 62. To reduce the complexity of the editing, compatibility matching is done to limit the selection to only WordChips 12 compatible with the open slots 74 and semi-open slots 76 found in the Story 62. Whether or not a given WordChip 12 is compatible with a given slot depends on the keywords found in that WordChip 12. As noted a user may be prevented from inserting a sound WordChip into a graphical slot. Moreover, the user can select WordChips 12 from either the public WordChip Dictionary 26 or the user's own private WordChip database 24. The end user editor 78 is usually implemented as a Web-based Java application to ensure that any Internet-capable user could customize the animation without requiring extensive software installation.

After the Story 62 has been customized or filled in by the user, it is sent to a Media Engine 30 for preview and for final production. The Media Engine 30 is a rendering engine that resides on a high-speed dedicated system for optimized rendering performance, and contains software for interpreting the stories and rendering them in a number of user-specified formats. The rendering process takes place as follows: the Story 62 is read, creating a set of frames 1 to n (a user specified number of frames) for animation. For each frame, the Engine 30 creates a spatial transformation and a color transformation for each Slot 70, and thus each WordChip 12, for that particular story. In the same way, each component (e.g. raw digital media element) of the WordChip 12 undergoes these transformations during the rendering process. In addition, other animated elements 84 of the Story 62 are transformed within each frame to create, along with the WordChips and open slots, a set of frames capable of being assembled together into an animation.

The Media Engine 30 may be implemented locally but users may also choose to use a central media engine remotely located on a network, such as the Internet. In either case, the Engine 30 requires only a few seconds to render most animations (typically commercials) for preview, allowing the user to go back and make changes if necessary. If satisfied with the results, the user then instructs the Media Engine 30 to produce the animation output 32 in any number of formats, depending on whether or not extensive animation is required: GIF, Flash, HTML, or QuickTime. As noted previously, the Media Engine 30 also serves to render animated previews for Stories while they are being authored in ALICE 14 or customized in the end user editor 78.

The WordChip System thus provides an easy method for creating and editing animations from any number of different sources of digital media. The user may create WordChips from the bitmap image and sound files traditionally associated with multimedia files, but may also use digital media in the form of HTML code or a plug in. The user may further use these WordChips to rapidly produce an animated presentation by selecting and combining particular WordChips in Sentences and Stories. The user does not need to specify a complete sequence of defined images or frames but needs only specify more conceptual aspects of the final animated presentation. The WordChip system and the Media Engine take these conceptual specifications and produce the complete animation, providing the user with a modular way to create new multimedia presentations.

While the invention has been described with reference to the preferred embodiment thereof, it will be appreciated by those of ordinary skill in the art that modifications can be made to the structure and elements of the invention without departing from the spirit and scope of the invention as a whole.

We claim:

1. A media data assembly system 10 comprising the following:

creating means (14) for creating digital media data objects (12) where said media data objects comprise digital media information, metadata information, and data for interacting between said media data objects.

storage means (24, 26) for storing said data objects (12);

retrieval means (24, 26) for retrieving said data objects (12);

display means (28) for displaying said data objects (12) for user preview;

selection means (14) for selecting data objects (12) for a given presentation; and,

rendering means (30) for rendering a digital media presentation (32) based on said objects, wherein the resulting digital media presentation may be easily assembled and edited.

2. The system of claim 1, wherein said selection means includes

querying means for querying said user; and,

means for selecting said data objects based on user responses to said queries.

3. The system of claim 2, wherein said display, selection, and querying means are displayed using an HTML web page.

4. The system of claim 1, wherein said storage means (24, 26) include a data dictionary (26) for public storage.

5. The system of claim 1, wherein said storage means (24, 26) include a user database (24) for personal storage.

6. The system of claim 1, wherein said creation means (14) permit the user to create said data object from binary data sources.

7. The system of claim 1, wherein said creation means (14) include means (56) to form said data objects (12) from other already-created data objects (12).

8. The system of claim 1, wherein said rendering means (30) reside on a different computer than said creation (14), storage (24,26), retrieval (24,26), display (28), and selection (14) means and communicate via a network with said creation, storage, retrieval, display and selection means.

9. A data object (12) for storing and manipulating binary media data comprising the following:

raw digital media data (42) wherein said data corresponds to basic content;

high-level information (44) that interacts with similar information found in other similar data objects;

basic identification data (46) with said data object (12);

communication means (34) for communicating between data objects (12);

a field for storing a script (36) of instructions for manipulating the digital media data objects (12);

generic user interface information (38); and,

a field for storing temporary parameter conditions and actions 40, wherein said data objects (12) may be used to describe and store different types of digital media (16, 18, 20, 22).

10. The data object (12) of claim 9 wherein the raw digital media data comprises a static binary image (16).

11. The data object (12) of claim 9 wherein the raw digital media data comprises a series of binary images in animation (16).

12. The data object of claim 9 wherein the raw digital media data comprises an HTML script (18).

13. The data object of claim 9 wherein the raw digital media data comprises a sound file (16).

14. The data object of claim 9 wherein the raw digital media data comprises a plug-in (20).

15. The data object of claim 9 wherein the raw digital media data comprises a text file (22).

16. The data object of claim 9 wherein the raw digital media data comprises a Flash file (16).

17. The data object of claim 9 wherein the raw digital media data comprises a plurality of multimedia data types.

18. The data object of claim 9 wherein the data object (56) is formed as a combination of a plurality of other similar data objects (12).

19. A data sentence 58 for grouping multiple data objects (12) comprising the following:

a first data object (12) as recited in claim 9; and,

at least one other data object (12) as recited in claim 9, such that said data objects (12) interact each other in a user-supplied sequence.

20. The data sentence of claim 19, wherein said data objects (12) are sequentially controlled by instructions (60) provided by a user.

21. The data sentence of claim 19, wherein at least one of said data objects (12) represents a multimedia effect.

22. A digital story (62) comprising the following:

a plurality of data object receiving means (70) capable of receiving digital media data objects (12); and,

a plurality of additional digital media elements, such that an end user may insert digital media data objects (12) into said data object receiving means to provide specifications for producing a complete animated presentation.

23. The digital story (62) of claim 22 wherein said data object receiving means (70) can accept any digital media data objects (12).

24. The digital story (62) of claim 22 wherein said data object receiving means (70) can accept any digital media data objects (12) that match specified keywords.

25. The digital story (62) of claim 22 wherein said data object receiving means (76) can accept only digital media data objects (12) on an enumerated list (77) of particular data objects (12).

26. The digital story (62) of claim 22 wherein said data object receiving means (72) are closed to end user editing, such that only a creator of the Story may insert or change the data objects found in said data object receiving means.

27. The digital story (62) of claim 22 wherein several of the data objects (12) are grouped into a data sentence (58).

28. A method for producing a rendered animated presentation (32) from a plurality of digital media data objects (12) and a raw animated data file (66) comprising the steps of:

(a) creating a raw animated data file (66) with portions (68) designated as blank;

(b) adding receiving means (70) to said data file (66) for receiving a plurality of digital media data objects so that said receiving means (70) replace said blank portions (68), thereby creating a story file (62);

(c) selecting a plurality of digital media data objects (12) from a repository of said digital media data objects (12), where each said digital media data object (12) comprises basic digital media data (42) as well as

(1) linking means (34), for communicating with other data objects (12),

(2) code (36) that controls the behavior of that data object (12),

(3) identification information (46) for said data object (12); and,

(4) parameter settings (40) for said data object (12);

(d) inserting said selected digital media data objects (12) into said receiving means (70) found within said story file (62); and,

(e) rendering an animated presentation (32) from the story file (62) of selected digital media data objects (12).

29. The method of claim 28, further comprising the steps of:

(f) editing the rendered presentation (32) by allowing for substitution of other digital media data objects for those in the original story (62); and,

(g) presenting a preview 15 of the rendered presentation (32).

30. The method of claim 28 wherein said creation step (a) is accomplished via commercially available animation software (80).

31. The method of claim 28 wherein said creation step (a) is accomplished using a web-based application.

32. The method of claim 28 wherein said adding receiving means (70) includes specifying limits on which digital media data objects (12) may be inserted into said receiving means (70).

33. The method of claim 28 wherein said specifying step comprises limiting digital media data objects (12) based on keyword information found in said data object.

34. The method of claim 28 wherein said specifying step comprises limiting digital media data objects (12) by specifying an enumerated list (77) of particular data objects that can be inserted into said receiving means (70).

35. The method of claim 28 wherein specifying step comprises inserting particular digital media data objects (12) into particular receiving means (70) and preventing further editing of said receiving means (70).

36. The method of claim 28 wherein said selecting step (c) includes selecting from a public dictionary (26) of previously created data objects (12).

37. The method of claim 28 wherein said selecting step (c) includes selecting from a private database (24) of previously created data objects (12).

38. The method of claim 28 wherein said rendering step (e) is comprised of the following steps:

(a) creating a sequence of rendering frames based on said raw animation file (66);

(b) spatially transforming all of the story's digital media data objects(12) for each frame in said sequence.

(c) color transforming all of the story's digital media data objects (12) for each frame in said sequence, such that the resulting sequence of frames contains the digital media data object animated within the frame.

39. The method of claim 28 wherein said rendering step (e) is achieved on a remotely located server accessible via a network.

40. The method of claim 28 wherein said steps (c)-(d) are displayed and executed via Internet web page (64).

41. The method of claim 28 wherein steps (a)-(b) are completed and the story file (62) is stored in a database at a time prior to completing steps (c)-(g).

42. A method for creating and storing a digital media data object (12) that contains basic content data along with identification (46) and metadata (44) information comprising the following steps:

a) providing the basic content data (42) for the data object (12);

b) compiling said basic content data (42) with high level information (44) for use in communicating and interacting with other data objects;

c) previewing said compilation before final editing; and,

d) storing said compilation as a data object (12) in a database (24, 26) for further retrieval, in order to allow for use of the data object (12) at a future time.

43. The method of claim 42 wherein basic content data comprises binary multimedia data (16) and providing said basic content data comprises creating the binary multimedia data from binary multimedia software.

44. The method of claim 42 wherein basic content data comprises browser-readable code (18) that produces a desired multimedia effect and said providing step (a) comprises generating said code.

45. The method of claim 42 wherein basic content data comprises executable code (20) for producing a desired multimedia effect and said providing step comprises generating said code using a software development tool.

46. The method of claim 42 wherein basic content data comprises executable code (20) for producing a desired multimedia effect and said providing step comprises generating said code using a compiler.

47. The method of claim 42 wherein said storing step (c) comprises storing said data object in a public dictionary (26) for all users.

48. The method of claim 42 wherein said storing step (d) comprises storing said data object in a user's own personal database (28).

49. The method of claim 42 wherein said compiling step (b) includes adding keyword, name, type and author information for said digital media data object (12).

ADD A1

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We claim:

1. A media data assembly system 10 comprising the following:

creating means (14) for creating digital media data objects (12) where said media data objects comprise digital media information, metadata information, and data for interacting between said media data objects.

storage means (24, 26) for storing said data objects (12);

retrieval means (24, 26) for retrieving said data objects (12);

display means (28) for displaying said data objects (12) for user preview;

selection means (14) for selecting data objects (12) for a given presentation; and,

rendering means (30) for rendering a digital media presentation (32) based on said objects, wherein the resulting digital media presentation may be easily assembled and edited.

2. The system of claim 1, wherein said selection means includes

querying means for querying said user; and,

means for selecting said data objects based on user responses to said queries.

3. The system of claim 2, wherein said display, selection, and querying means are displayed using an HTML web page.

4. The system of claim 1, wherein said storage means (24, 26) include a data dictionary (26) for public storage.

5. The system of claim 1, wherein said storage means (24, 26) include a user database (24) for personal storage.

6. The system of claim 1, wherein said creation means (14) permit the user to create said data object from binary data sources.

7. The system of claim 1, wherein said creation means (14) include means (56) to form said data objects (12) from other already-created data objects (12).

8. The system of claim 1, wherein said rendering means (30) reside on a different computer than said creation (14), storage (24,26), retrieval (24,26), display (28), and selection (14) means and communicate via a network with said creation, storage, retrieval, display and selection means.

9. A data object (12) for storing and manipulating binary media data comprising the following:

raw digital media data (42) wherein said data corresponds to basic content;

high-level information (44) that interacts with similar information found in other similar data objects;

basic identification data (46) with said data object (12);

communication means (34) for communicating between data objects (12);

a field for storing a script (36) of instructions for manipulating the digital media data objects (12);

generic user interface information (38); and,

a field for storing temporary parameter conditions and actions 40, wherein said data objects (12) may be used to describe and store different types of digital media (16, 18, 20, 22).

10. The data object (12) of claim 9 wherein the raw digital media data comprises a static binary image (16).

11. The data object (12) of claim 9 wherein the raw digital media data comprises a series of binary images in animation (16).

12. The data object of claim 9 wherein the raw digital media data comprises an HTML script (18).

13. The data object of claim 9 wherein the raw digital media data comprises a sound file (16).

14. The data object of claim 9 wherein the raw digital media data comprises a plug-in (20).

15. The data object of claim 9 wherein the raw digital media data comprises a text file (22).

16. The data object of claim 9 wherein the raw digital media data comprises a Flash file (16).

17. The data object of claim 9 wherein the raw digital media data comprises a plurality of multimedia data types.

18. The data object of claim 9 wherein the data object (56) is formed as a combination of a plurality of other similar data objects (12).

19. A data sentence 58 for grouping multiple data objects (12) comprising the following:

a first data object (12) as recited in claim 9; and,

at least one other data object (12) as recited in claim 9, such that said data objects (12) interact each other in a user-supplied sequence.

20. The data sentence of claim 19, wherein said data objects (12) are sequentially controlled by instructions (60) provided by a user.

21. The data sentence of claim 19, wherein at least one of said data objects (12) represents a multimedia effect.

22. A digital story (62) comprising the following:

a plurality of data object receiving means (70) capable of receiving digital media data objects (12); and,

a plurality of additional digital media elements, such that an end user may insert digital media data objects (12) into said data object receiving means to provide specifications for producing a complete animated presentation.

23. The digital story (62) of claim 22 wherein said data object receiving means (70) can accept any digital media data objects (12).

24. The digital story (62) of claim 22 wherein said data object receiving means (70) can accept any digital media data objects (12) that match specified keywords.

25. The digital story (62) of claim 22 wherein said data object receiving means (76) can accept only digital media data objects (12) on an enumerated list (77) of particular data objects (12).

26. The digital story (62) of claim 22 wherein said data object receiving means (72) are closed to end user editing, such that only a creator of the Story may insert or change the data objects found in said data object receiving means.

27. The digital story (62) of claim 22 wherein several of the data objects (12) are grouped into a data sentence (58).

28. A method for producing a rendered animated presentation (32) from a plurality of digital media data objects (12) and a raw animated data file (66) comprising the steps of:

(a) creating a raw animated data file (66) with portions (68) designated as blank;

(b) adding receiving means (70) to said data file (66) for receiving a plurality of digital media data objects so that said receiving means (70) replace said blank portions (68), thereby creating a story file (62);

(c) selecting a plurality of digital media data objects (12) from a repository of said digital media data objects (12), where each said digital media data object (12) comprises basic digital media data (42) as well as

(1) linking means (34), for communicating with other data objects (12),

(2) code (36) that controls the behavior of that data object (12),

(3) identification information (46) for said data object (12); and,

(4) parameter settings (40) for said data object (12);

(d) inserting said selected digital media data objects (12) into said receiving means (70) found within said story file (62); and,

(e) rendering an animated presentation (32) from the story file (62) of selected digital media data objects (12).

29. The method of claim 28, further comprising the steps of:

(f) editing the rendered presentation (32) by allowing for substitution of other digital media data objects for those in the original story (62); and,

(g) presenting a preview 15 of the rendered presentation (32).

30. The method of claim 28 wherein said creation step (a) is accomplished via commercially available animation software (80).

31. The method of claim 28 wherein said creation step (a) is accomplished using a web-based application.

32. The method of claim 28 wherein said adding receiving means (70) includes specifying limits on which digital media data objects (12) may be inserted into said receiving means (70).

33. The method of claim 28 wherein said specifying step comprises limiting digital media data objects (12) based on keyword information found in said data object.

34. The method of claim 28 wherein said specifying step comprises limiting digital media data objects (12) by specifying an enumerated list (77) of particular data objects that can be inserted into said receiving means (70).

35. The method of claim 28 wherein specifying step comprises inserting particular digital media data objects (12) into particular receiving means (70) and preventing further editing of said receiving means (70).

36. The method of claim 28 wherein said selecting step (c) includes selecting from a public dictionary (26) of previously created data objects (12).

37. The method of claim 28 wherein said selecting step (c) includes selecting from a private database (24) of previously created data objects (12).

38. The method of claim 28 wherein said rendering step (e) is comprised of the following steps:

(a) creating a sequence of rendering frames based on said raw animation file (66);

(b) spatially transforming all of the story's digital media data objects(12) for each frame in said sequence.

(c) color transforming all of the story's digital media data objects (12) for each frame in said sequence, such that the resulting sequence of frames contains the digital media data object animated within the frame.

39. The method of claim 28 wherein said rendering step (e) is achieved on a remotely located server accessible via a network.

40. The method of claim 28 wherein said steps (c)-(d) are displayed and executed via Internet web page (64).

41. The method of claim 28 wherein steps (a)-(b) are completed and the story file (62) is stored in a database at a time prior to completing steps (c)-(g).

42. A method for creating and storing a digital media data object (12) that contains basic content data along with identification (46) and metadata (44) information comprising the following steps:

a) providing the basic content data (42) for the data object (12);

b) compiling said basic content data (42) with high level information (44) for use in communicating and interacting with other data objects;

c) previewing said compilation before final editing; and,

d) storing said compilation as a data object (12) in a database (24, 26) for further retrieval, in order to allow for use of the data object (12) at a future time.

43. The method of claim 42 wherein basic content data comprises binary multimedia data (16) and providing said basic content data comprises creating the binary multimedia data from binary multimedia software.

44. The method of claim 42 wherein basic content data comprises browser-readable code (18) that produces a desired multimedia effect and said providing step (a) comprises generating said code.

45. The method of claim 42 wherein basic content data comprises executable code (20) for producing a desired multimedia effect and said providing step comprises generating said code using a software development tool.

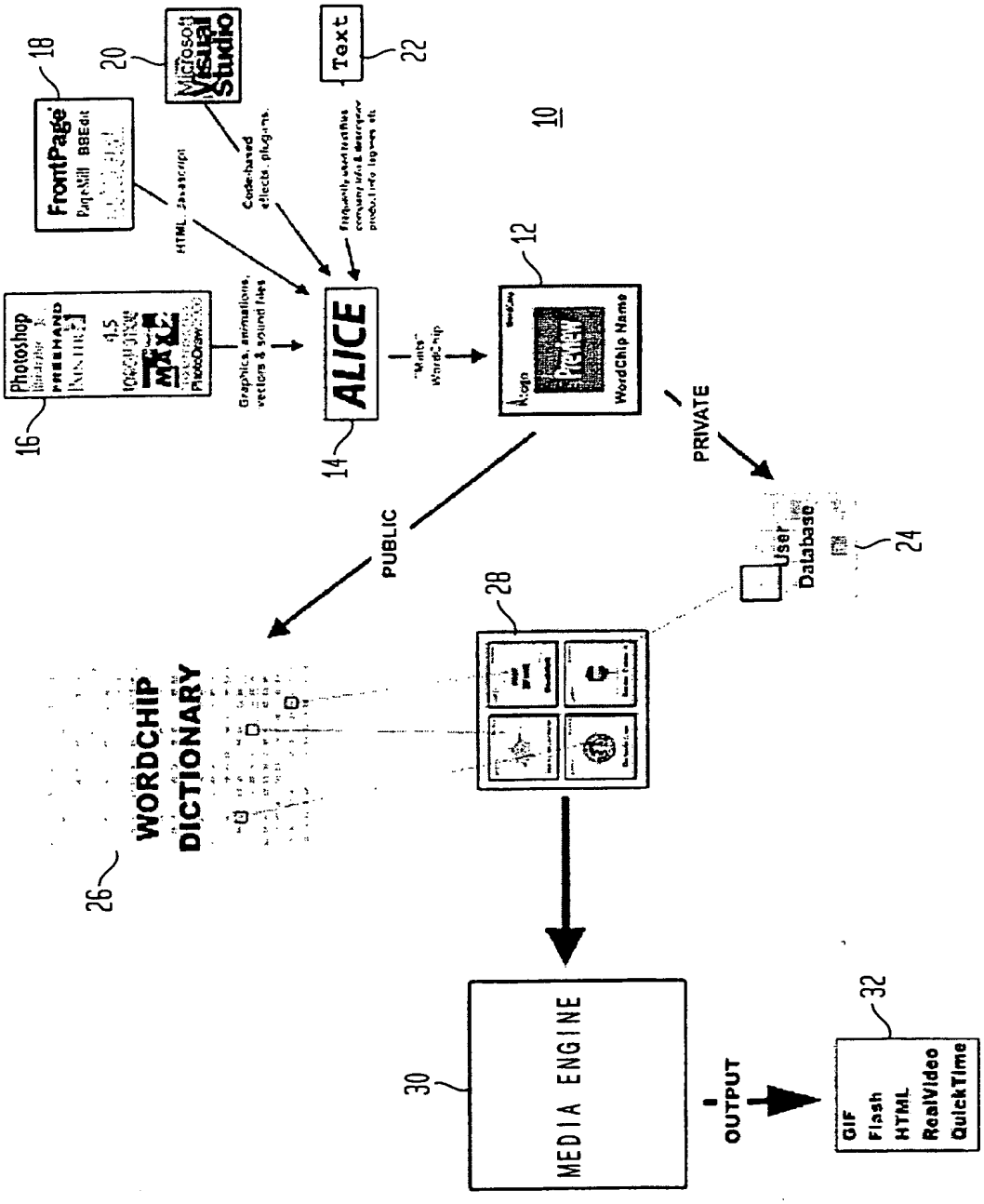
46. The method of claim 42 wherein basic content data comprises executable code (20) for producing a desired multimedia effect and said providing step comprises generating said code using a compiler.

47. The method of claim 42 wherein said storing step (c) comprises storing said data object in a public dictionary (26) for all users.

48. The method of claim 42 wherein said storing step (d) comprises storing said data object in a user's own personal database (28).

49. The method of claim 42 wherein said compiling step (b) includes adding keyword, name, type and author information for said digital media data object (12).

FIG. 1


18
20
22
FrontPage
Text
HTML Javascript
Code-based effects, plugins
10
12
16
14
ALICE
Graphics, animations, vectors & sound files
"Meets" WordChip
WordChip Name
PRIVATE
PUBLIC
User Database
24
28
WORDCHIP DICTIONARY
26
MEDIA ENGINE
30
OUTPUT
32
GIF
Flash
HTML
RealVideo
QuickTime

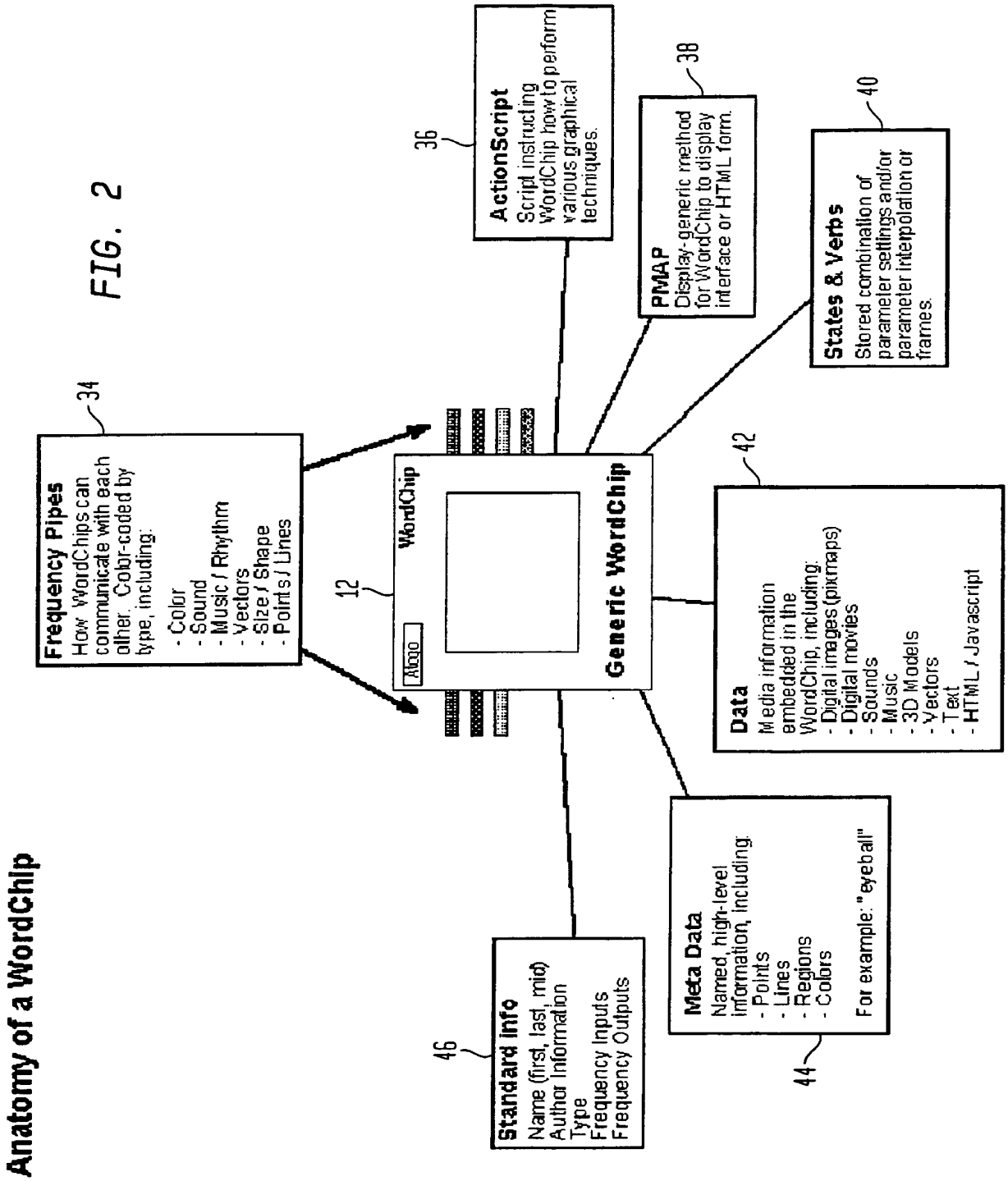

Anatomy of a WordChip
Frequency Pipes
How WordChips can communicate with each other. Color-coded by type, including:
- Color
- Sound
- Music / Rhythm
- Vectors
- Size / Shape
- Points / Lines
34
WordChip
12
Generic WordChip
ActionScript
Script instructing WordChip how to perform various graphical techniques.
36
PMAP
Display-generic method for WordChip to display interface or HTML form.
38
States & Verbs
Stored combination of parameter settings and/or parameter interpolation or frames.
40
Data
Media information embedded in the WordChip, including:
- Digital images (pixmaps)
- Digital movies
- Sounds
- Music
- 3D Models
- Vectors
- Text
- HTML / Javascript
42
Meta Data
Named, high-level information, including:
- Points
- Lines
- Regions
- Colors
For example: "eyeball"
44
Standard info
Name (first, last, mid)
Author Information
Type
Frequency Inputs
Frequency Outputs
46

FIG. 2

FIG. 3

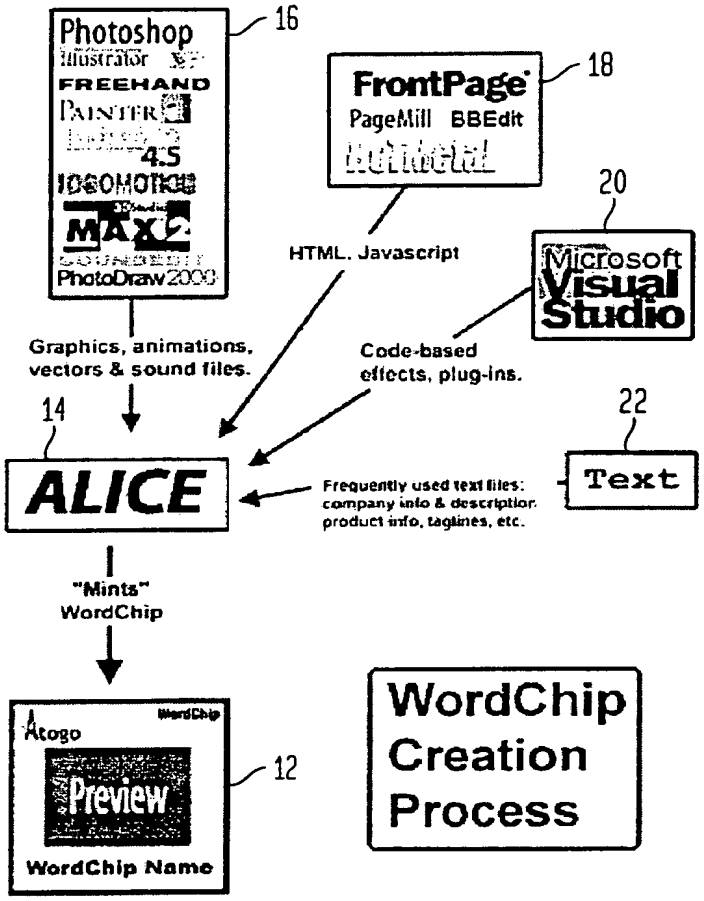

Photoshop
Illustrator
FREEHAND
PAINTER
4.5
MAX2
PhotoDraw2000
16
FrontPage
PageMill BBEdit
18
20
Microsoft Visual Studio
HTML, Javascript
Graphics, animations, vectors & sound files.
Code-based effects, plug-ins.
14
22
ALICE
Text
Frequently used text files: company info & description, product info, taglines, etc.
"Mints" WordChip
Atogo
WordChip
Preview
WordChip Name
12
WordChip Creation Process

FIG. 4

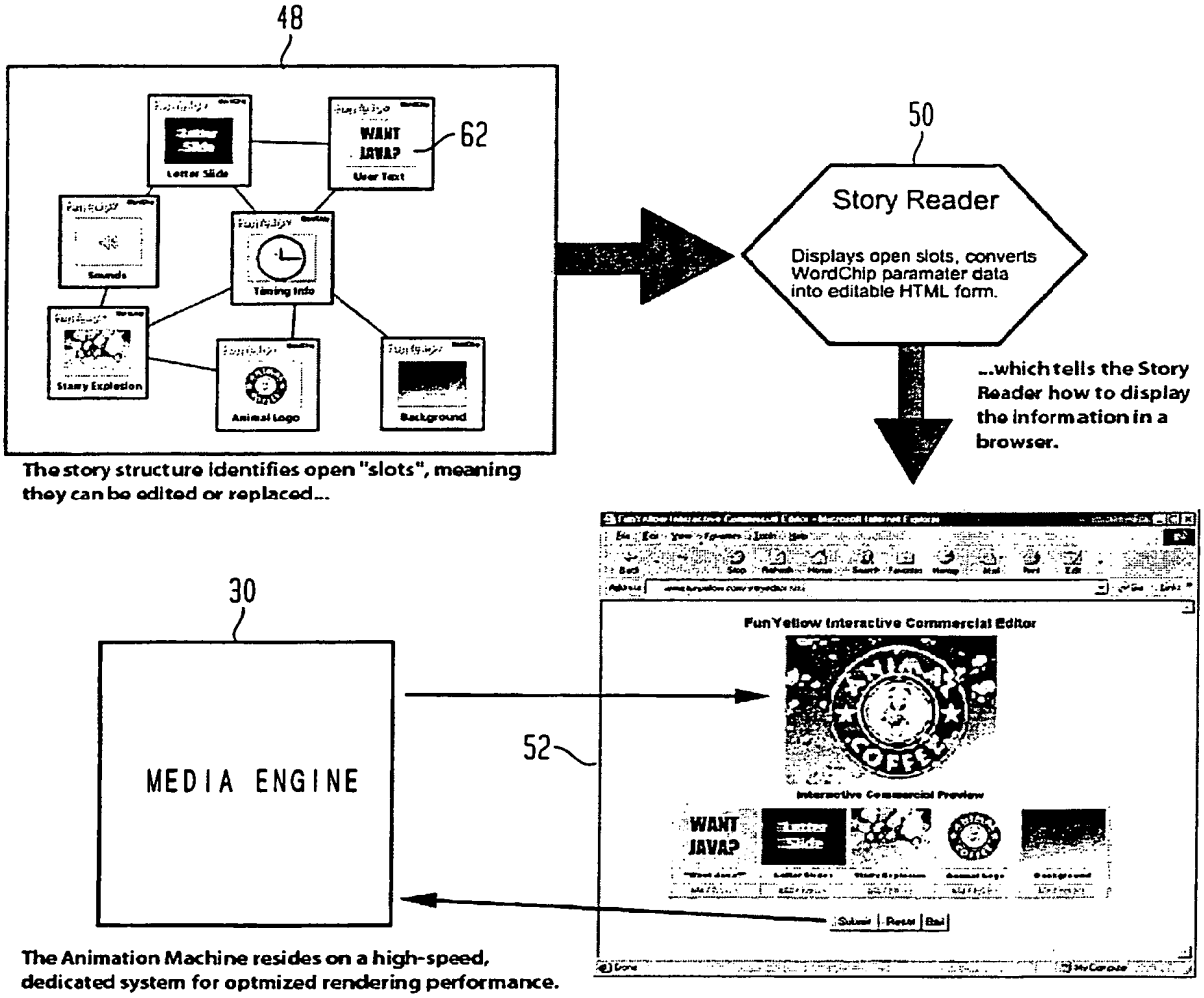

48
62
WANT JAVA?
50
Story Reader
Displays open slots, converts WordChip paramater data into editable HTML form.
...which tells the Story Reader how to display the information in a browser.
The story structure identifies open "slots", meaning they can be edited or replaced...
30
MEDIA ENGINE
52
FunYellow Interactive Commercial Editor
Interactive Commercial Preview
WANT JAVA?
The Animation Machine resides on a high-speed, dedicated system for optmized rendering performance. Most commercials take only a few seconds to render.
Clicking "submit" sends the story and any user changes to the Animation Machine, which renders the result and displays it in the preview area.

FIG. 5

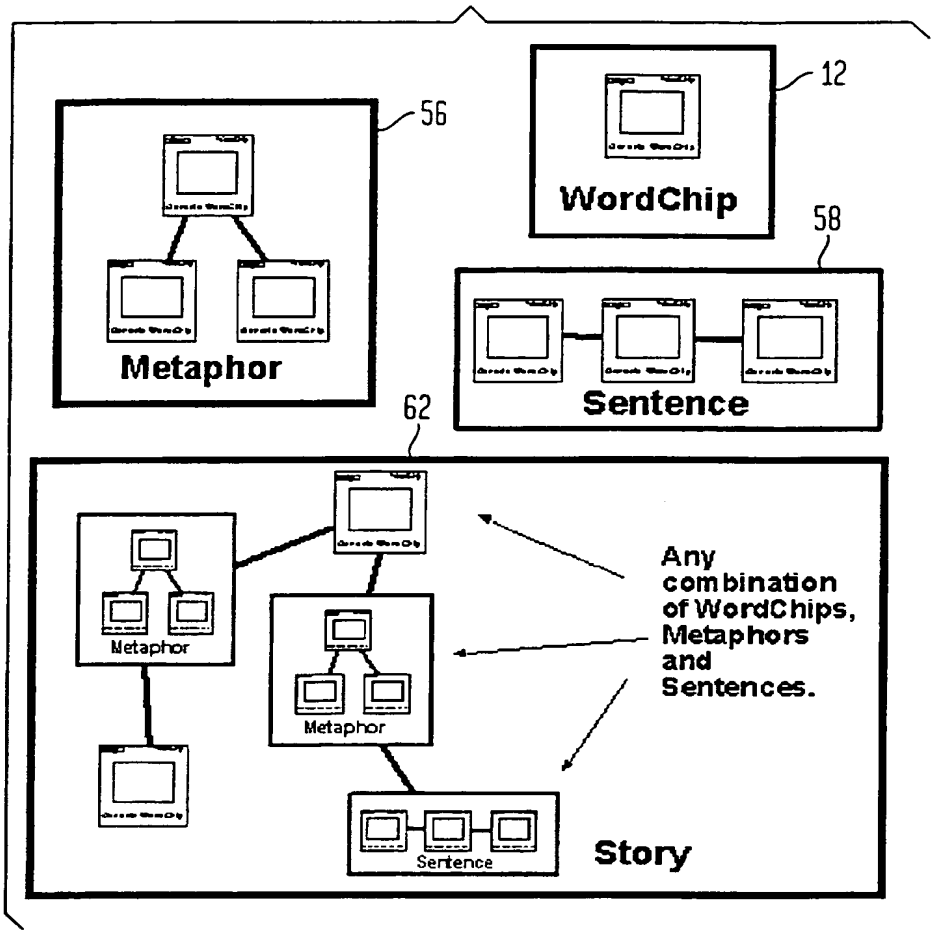

12
56
WordChip
58
Metaphor
Sentence
62
Metaphor
Metaphor
Any combination of WordChips, Metaphors and Sentences.
Sentence
Story

FIG. 6

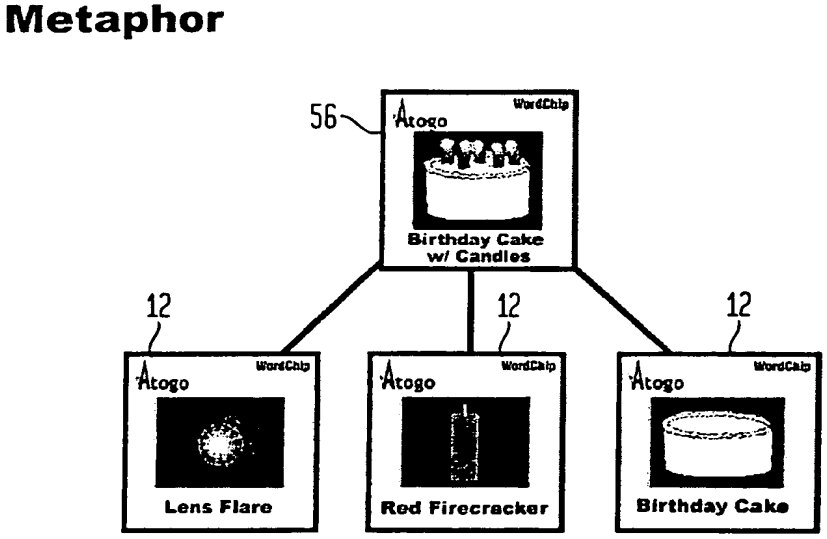

Metaphor
56
WordChip
Atogo
Birthday Cake w/ Candles
12
12
12
Lens Flare
Red Firecracker
Birthday Cake

FIG. 7

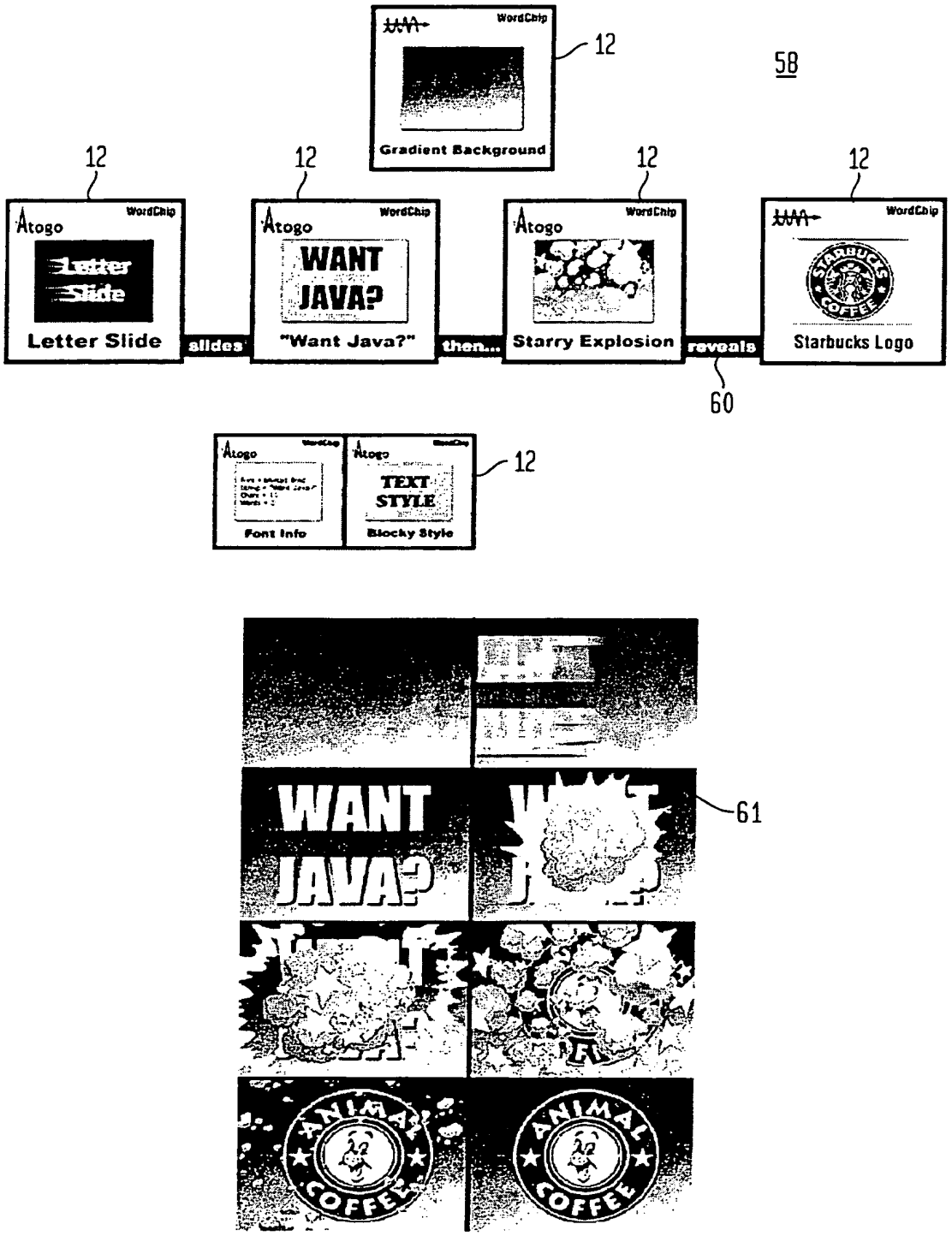

WordChip
12
58
Gradient Background
12
12
12
12
Atogo
WordChip
Letter Slide
Letter Slide
slides
WANT JAVA?
"Want Java?"
then...
Starry Explosion
reveals
Starbucks Logo
60
Font Info
TEXT STYLE
Blocky Style
12
WANT JAVA?
61
ANIMAL COFFEE
ANIMAL COFFEE

FIG. 8

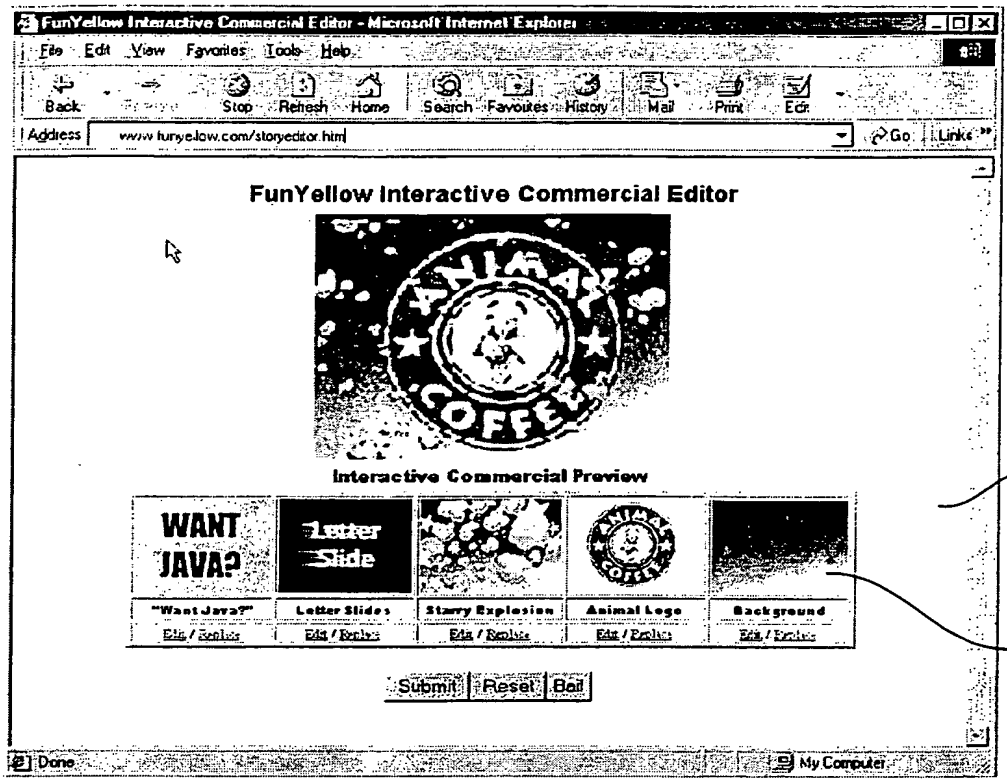

FunYellow Interactive Commercial Editor - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Stop Refresh Home Search Favorites History Mail Print Edit
Address www.funyellow.com/storyeditor.htm
Go Links
FunYellow Interactive Commercial Editor
Interactive Commercial Preview
WANT JAVA?
Letter Slide
"Want Java?"
Letter Slides
Starry Explosion
Animal Logo
Background
Edit / Replace
Submit
Reset
Bail
Done
My Computer
14
66

FIG. 9

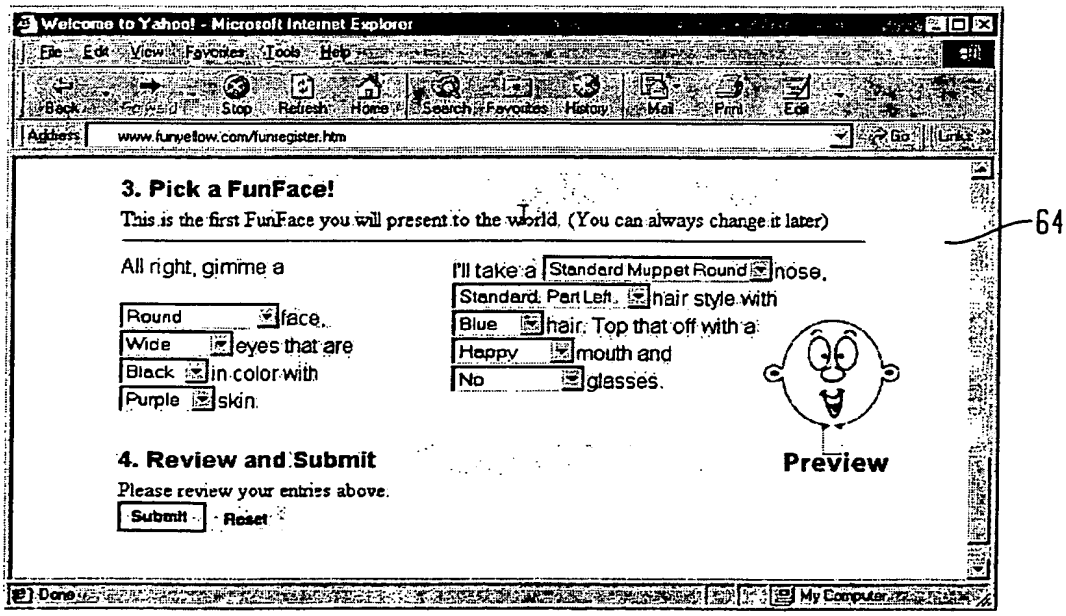

Welcome to Yahoo! - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Stop Refresh Home Search Favorites History Mail Print Edit
Address www.funyellow.com/funregister.htm
Go Links
3. Pick a FunFace!
This is the first FunFace you will present to the world. (You can always change it later)
All right, gimme a
Round face,
Wide eyes that are
Black in color with
Purple skin.
I'll take a Standard Muppet Round nose,
Standard Part Left hair style with
Blue hair. Top that off with a
Happy mouth and
No glasses.
Preview
4. Review and Submit
Please review your entries above.
Submit Reset
Done
My Computer
64

FIG. 10

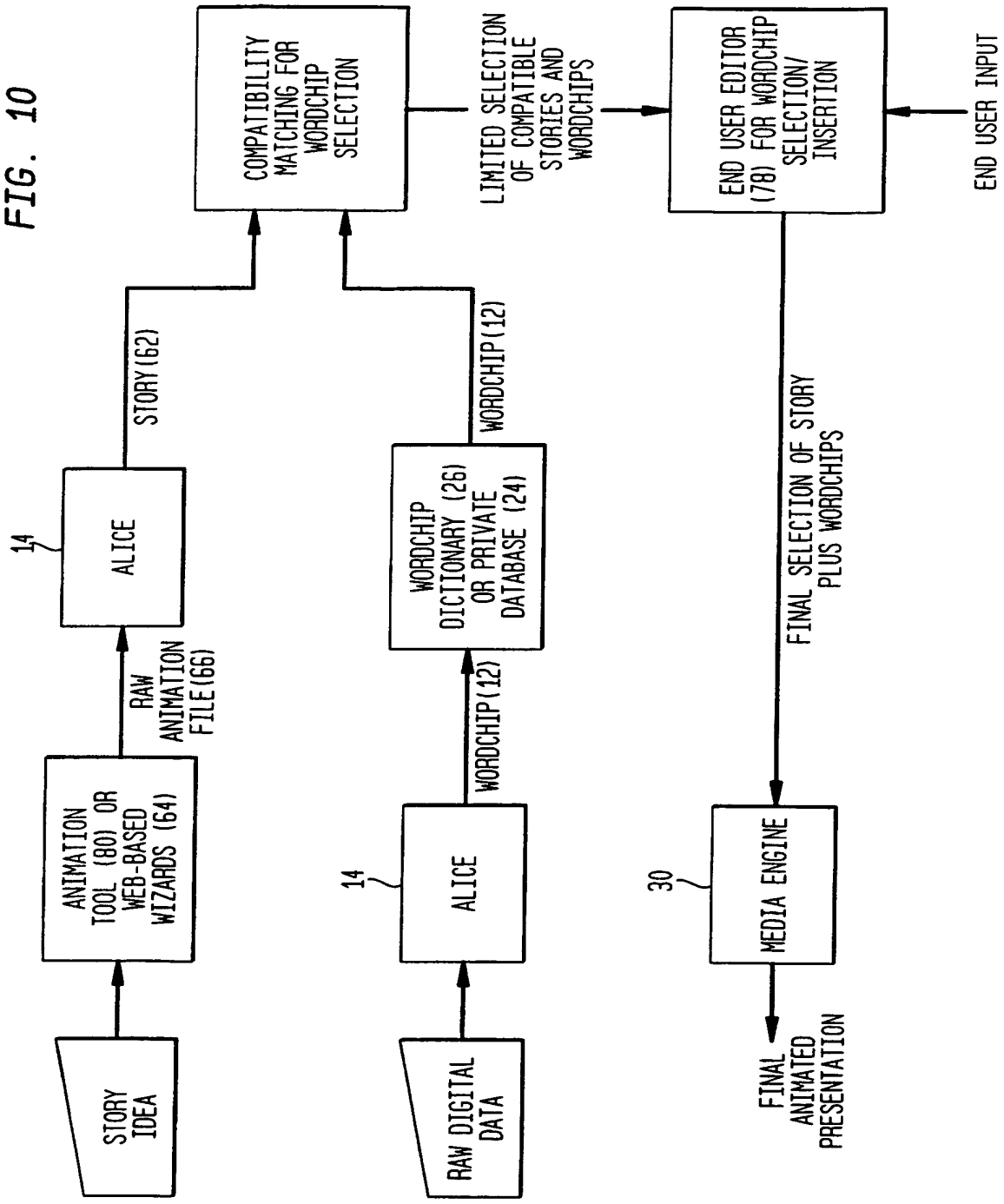
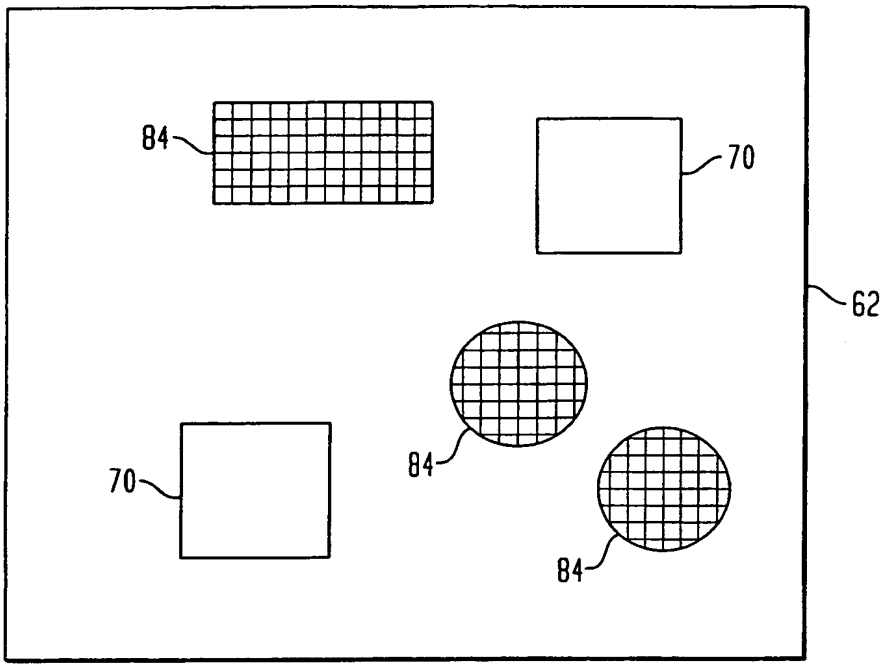

STORY IDEA
ANIMATION TOOL (80) OR WEB-BASED WIZARDS (64)
RAW ANIMATION FILE(66)
14
ALICE
STORY(62)
RAW DIGITAL DATA
14
ALICE
WORDCHIP(12)
WORDCHIP DICTIONARY (26) OR PRIVATE DATABASE (24)
WORDCHIP(12)
COMPATIBILITY MATCHING FOR WORDCHIP SELECTION
LIMITED SELECTION OF COMPATIBLE STORIES AND WORDCHIPS
30
MEDIA ENGINE
FINAL ANIMATED PRESENTATION
FINAL SELECTION OF STORY PLUS WORDCHIPS
END USER EDITOR (78) FOR WORDCHIP SELECTION/ INSERTION
END USER INPUT

FIG. 11



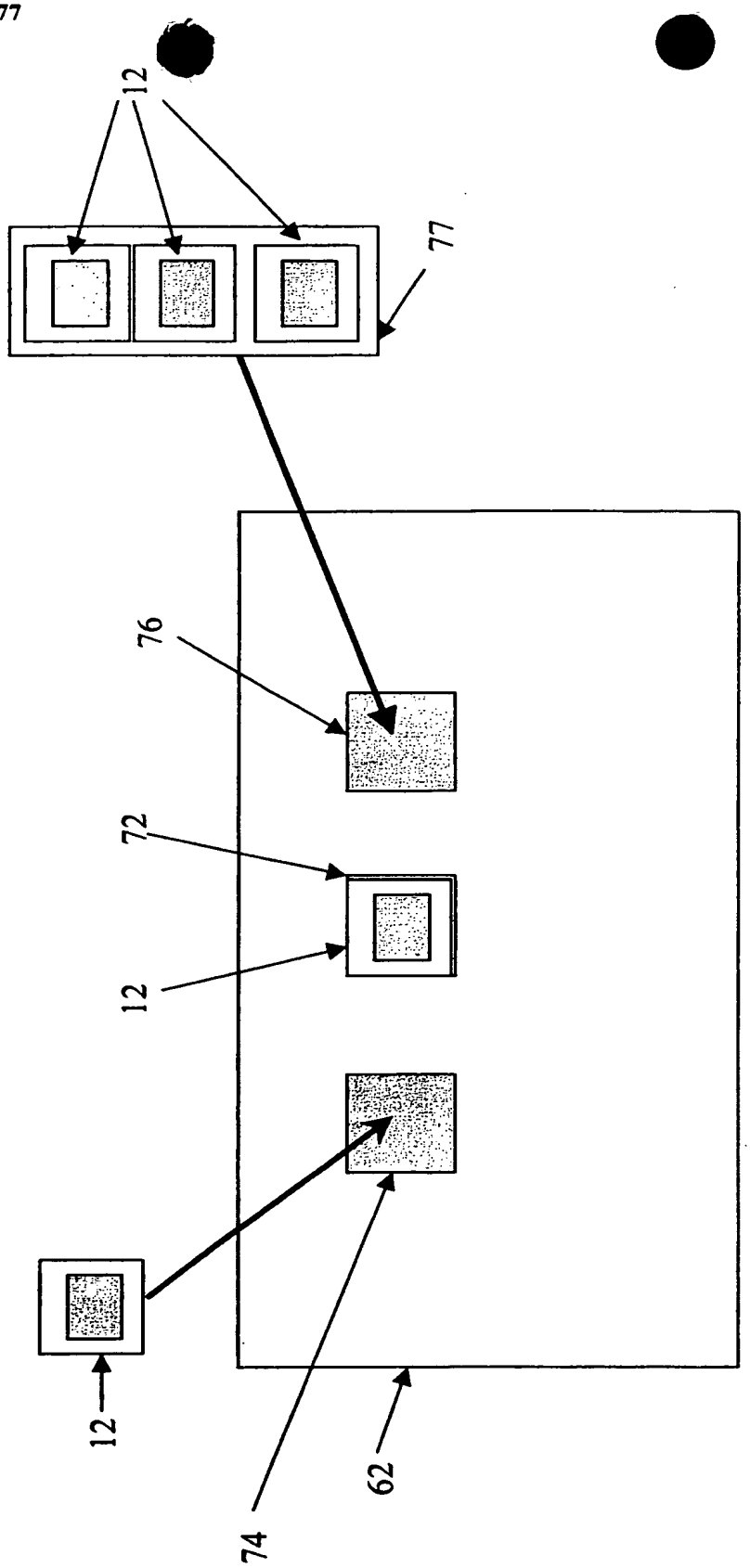


FIG. 12

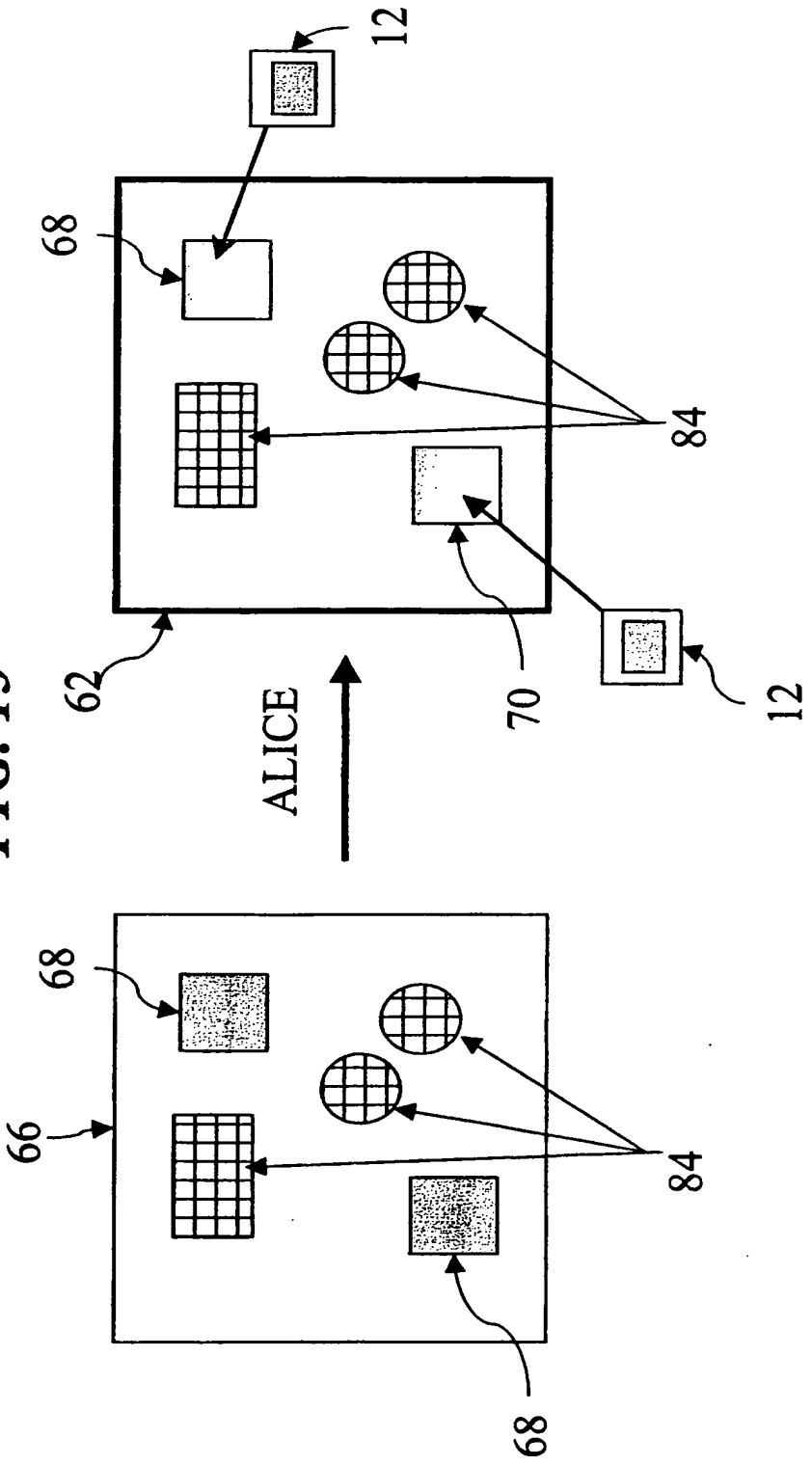


FIG. 13

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US00/13055

A. CLASSIFICATION OF SUBJECT MATTER
IPC(7) :G06F 15/00
US CL : 345/302, 473
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 345/302, 473

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

IEEE, DIALOG

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	US 5,903,892 A [HOFFERT et al.] 11 JUNE 1999, col 2, lines 28-33, 61-63, col 3, lines 1-7, 19-27, col 4, lines 53-63, col 5, lines 19-67, col 6, lines 18-45, 66-67, col 7, lines 50-67, col 18, lines 40-67, col 19, lines 1-2, col 20, lines 44-62, col 23, lines 46-60, col 24, lines 15-67.	1-27, 42-49
A	US 5,818,512 A [FULLER] 06 October 1998, col 4, lines 45-67, col 5, lines 1-28, col 6, lines 43-63.	28-41
A	ABOWED et al. Teaching and Learning as Multimedia Authoring: The Classroom 2000 Project, ACM Multimedia 96, pages 187-198.	1-49

[X] Further documents are listed in the continuation of Box C. [ ] See patent family annex.

*	Special categories of cited documents	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A"	document defining the general state of the art which is not considered to be of particular relevance	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E"	earlier document published on or after the international filing date	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&"	document member of the same patent family
"O"	document referring to an oral disclosure, use, exhibition or other means		
"P"	document published prior to the international filing date but later than the priority date claimed		

Date of the actual completion of the international search	Date of mailing of the international search report
26 JULY 2000	23 AUG 2000
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230	Authorized officer STEPHEN HONG James R. Matthews Telephone No. (703) 308-5465

Form PCT/ISA/210 (second sheet) (July 1998)*

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US00/13055

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	JU et al., Analysis of Gesture and Action in Technical Talk for Video Indexing, IEEE 1997, pages 595-601.	28-41

3163-103 WO

P.B.5818 - Patentlaan 2
2280 HV Rijswijk (ZH)
☎ +31 70 340 2040
TX 31651 epo nl
FAX +31 70 340 3016

Europäisches Patentamt
Eingangsstelle

European Patent Office
[redacted]ng

Office européen des brevets
Section de Dépôt

WOODBRIDGE, Richard, C.
Woodbridge & Associates, P.C.
P.O. Box 592
Princeton, NJ 08542-0592

ETATS-UNIS D'AMERIQUE

Datum/Date
30/11/00

Zeichen/Ref./Réf.	Anmeldung Nr./Application No./Demande n°/Patent Nr./Patent No./Brevet n°.
	00935928.2- -PCT/US0013055

Anmelder/Applicant/Demandeur/Patentinhaber/Proprietor/Titulaire
FUNYELLOW, INC.

ENTRY INTO THE EUROPEAN PHASE BEFORE THE EUROPEAN PATENT OFFICE

NOTE: These notes describes the procedural steps required for entry into the European phase before the European Patent Office (EPO). You are advised to read them carefully; failure to take the necessary action in time can lead to your application being deemed withdrawn.

1. European patent application no. 00935928.2 has been allotted to the above-mentioned international patent application.

2. Applicants WITHOUT a residence or their principal place of of business within the territory of an EPC Contracting State may themselves initiate European processing of their international application, provided they do so before expiry of the 21st or 31st month from the the priority date (see also point 7 below).

   During the European phase before the EPO as designated or elected Office, however, such applicants must be represented by a pro- professional representative (Articles 133(2) and 134(7) EPC).

   Procedural acts performed after expiry of the 21st or 31st month by a professional representative who acted during the international phase but is not authorised to act before the EPO have no legal effect and therefore lead to loss of rights.

   Please note that a professional representative authorised to act before the EPO and who acted for the applicant during the international phase does not automatically become the representative for the European phase. Applicants therefore strongly advised to appoint in good time any representative they wish to initiate the European phase for them; otherwise, the EPO has to send all communications direct to the applicant.

3. Applicants WITH a residence or their principal place of business within the territory of an EPC Contractin State are not obliged to appoint a professional representative authorised to act before the EPO for the European phase before the EPO as a designated or elected Office.
However, in view of the complexity of the procedure it is recommended that they do so.

4. Applicants and professional representatives are strongly advised to initiate the European phase using EPO Form 1200 (available free of charge from the EPO). This however is not compulsory.

5. TO ENTER THE EUROPEAN PHASE BEFORE THE EPO, the following acts must be performed. (NB: Failure validly to do so will entail loss of rights or other adverse legal consequences).

   5.1 If the EPO acting as DESIGNATED OFFICE under Article 22(1) PCT, applicants must, within 21 months from the date of filing or (where applicable) the earliest priority date:

   a) Supply a translation of the international application into an EPO official language, if the International Bureau did not publish the application in such a language (Article 22(1) PCT and Rule 107(1)a) EPC).
   If the translation is not filed in due time, the international application is deemed to be withdrawn before the EPO (Article 24(1)(iii) PCT).

   b) Pay the national basic fee and, where a supplementary European search report has to be drawn up, the search fee (Rule 107(1)c) and e) EPC).

   c) Within six months from publication of the international search report, pay a designation fee for each designated Contracting State (Rule 107(1)d) EPC), and file a written request for examination and pay the examination fee (Rule 107(1)f) EPC).

5.2 If the EPO is acting as ELECTED OFFICE under Article 39(1)a) PCT, applicants must, within 31 months from the date of filing or (where applicable) the earliest priority date:

a) File a translation as per 5.1 a) above.

b) Pay the fees as per 5.1 b) above.

c) If the time limit under Article 79(2) EPC expires before the 31-month time limit, pay the designation fee for each designated Contracting State (Rule 107(1)d) EPC).

d) If the time limit under Article 94(2) EPC expires before the 31-month time limit, file the written request for examination A N D pay the examination fee (Rule 107(1)f) EPC).

e) Pay the renewal fee for the third year, if it falls due before the expiry of the 21-month time limit (Rule 107(1)g) EPC)

5.3 If the application documents on which the European grant procedure is to be based comprise more then ten claims, a claims fee is payable within the time limit under Rule 107(1) EPC for the eleventh and each subsequent claim (Rule 110(1) EPC). The fee can however still be paid within a period of grace of one month from notification of an EPO communication (Rule 110(2) EPC).

6. If the necessary fees are not paid in time, they may still be validly paid within a period of grace of one month from notification of an EPO communication, subject to payment at the same time of a surcharge for each late-paid fee (Rule 85a(1), 85b EPC).
For the renewal fee, the period of grace is six months from the fee's due date (Article 86(2) EPC).

7. If the applicant had a representative during the application's international phase, the present notes will be sent to the representative, asking him to inform the applicant accordingly.

All subsequent communications will be sent to the applicant, or - if the EPO is informed of his appointment in time - to the applicants's European representative.

8. For more details about time limits and procedural acts before the EPO as designated and elected Office, see the EPO brochure

How to get a European patent
Guide for applicants - Part 2
PCT procedure before the EPO - "EURO-PCT"

This brochure, the list of professional representatives before the EPO, Form 1200 and the latest fees are all on the internet under

http://www.european-patent-office.org.

RECEIVING SECTION

PCT

PATENT COOPERATION TREATY

PCT

AUG - 1 2000

From the INTERNATIONAL BUREAU

AUG 1 2000

To:

WOODBRIDGE, Richard, C.
Woodbridge & Associates, P.C.
P.O. Box 592
Princeton, NJ 08542-0592
ETATS-UNIS D'AMERIQUE

NOTIFICATION CONCERNING SUBMISSION OR TRANSMITTAL OF PRIORITY DOCUMENT

(PCT Administrative Instructions, Section 411)

Date of mailing (day/month/year) 23 July 2000 (23.07.00)	
Applicant's or agent's file reference 5163-103 WO	**IMPORTANT NOTIFICATION**
International application No. PCT/US00/13055	International filing date (day/month/year) 12 May 2000 (12.05.00)
International publication date (day/month/year) Not yet published	Priority date (day/month/year) 14 May 1999 (14.05.99)
Applicant FUNYELLOW, INC. et al	

1. The applicant is hereby notified of the date of receipt (except where the letters "NR" appear in the right-hand column) by the International Bureau of the priority document(s) relating to the earlier application(s) indicated below. Unless otherwise indicated by an asterisk appearing next to a date of receipt, or by the letters "NR", in the right-hand column, the priority document concerned was submitted or transmitted to the International Bureau in compliance with Rule 17.1(a) or (b).

2. This updates and replaces any previously issued notification concerning submission or transmittal of priority documents.

3. An **asterisk(*)** appearing next to a date of receipt, in the right-hand column, denotes a priority document submitted or transmitted to the International Bureau but not in compliance with Rule 17.1(a) or (b). In such a case, **the attention of the applicant is directed** to Rule 17.1(c) which provides that no designated Office may disregard the priority claim concerned before giving the applicant an opportunity, upon entry into the national phase, to furnish the priority document within a time limit which is reasonable under the circumstances.

4. The **letters "NR"** appearing in the right-hand column denote a priority document which was not received by the International Bureau or which the applicant did not request the receiving Office to prepare and transmit to the International Bureau, as provided by Rule 17.1(a) or (b), respectively. In such a case, **the attention of the applicant is directed** to Rule 17.1(c) which provides that no designated Office may disregard the priority claim concerned before giving the applicant an opportunity, upon entry into the national phase, to furnish the priority document within a time limit which is reasonable under the circumstances.

Priority date	Priority application No.	Country or regional Office or PCT receiving Office	Date of receipt of priority document
14 May 1999 (14.05.99)	60/134,231	US	29 June 2000 (29.06.00)

The International Bureau of WIPO
34, chemin des Colombettes
1211 Geneva 20, Switzerland

Facsimile No. (41-22) 740.14.35

Authorized officer

Marc Salzman

Telephone No. (41-22) 338.83.38

PATENT COOPERATION TREA[illegible]

PCM

JUL 31 2000

PCT

From the INTER[illegible]IONAL BUREAU

To:

WOODBRIDGE, Richard, C.
Woodbridge & Associates, P.C.
P.O. Box 592
Princeton, NJ 08542-0592
ETATS-UNIS D'AMERIQUE

NOTIFICATION OF RECEIPT OF RECORD COPY

(PCT Rule 24.2(a))

Date of mailing (day/month/year)	IMPORTANT NOTIFICATION
13 July 2000 (13.07.00)	
Applicant's or agent's file reference	**International application No.**
5163-103 WO	PCT/US00/13055

The applicant is hereby notified that the International Bureau has received the record copy of the international application as detailed below.

Name(s) of the applicant(s) and State(s) for which they are applicants:

FUNYELLOW, INC. (for all designated States except US)
LAVINE, Adam et al (all designated States)

International filing date	:	12 May 2000 (12.05.00)
Priority date(s) claimed	:	14 May 1999 (14.05.99)
Date of receipt of the record copy by the International Bureau	:	21 June 2000 (21.06.00)
List of designated Offices	:	

AP :GH,GM,KE,LS,MW,SD,SL,SZ,TZ,UG,ZW
EA :AM,AZ,BY,KG,KZ,MD,RU,TJ,TM
EP :AT,BE,CH,CY,DE,DK,ES,FI,FR,GB,GR,IE,IT,LU,MC,NL,PT,SE
OA :BF,BJ,CF,CG,CI,CM,GA,GN,GW,ML,MR,NE,SN,TD,TG
National :AL,AM,AT,AU,AZ,BA,BB,BG,BR,BY,CA,CH,CN,CU,CZ,DE,DK,EE,ES,FI,GB,GE,GH,GM,HU,ID,IL,IS,JP,KE,KG,KP,KR,KZ,LC,LK,LR,LS,LT,LU,LV,MD,MG,MK,MN,MW,MX,NO,NZ,PL,PT,RO,RU,SD,SE,SG,SI,SK,SL,TJ,TM,TR,TT,UA,UG,US,UZ,VN,YU,ZW

ATTENTION

The applicant should carefully check the data appearing in this Notification. In case of any discrepancy between these data and the indications in the international application, the applicant should immediately inform the International Bureau.

In addition, the applicant's attention is drawn to the information contained in the Annex, relating to:

- [X] time limits for entry into the national phase
- [X] confirmation of precautionary designations
- [X] requirements regarding priority documents

Docketed Demand Due 12/14/00
20 mo. 11/14/01
30 mo. 11/14/01

A copy of this Notification is being sent to the receiving Office and to the International Searching Authority.

The International Bureau of WIPO **34, chemin des Colombettes** **1211 Geneva 20, Switzerland**	Authorized officer: for Mougamadou ABIDINE
Facsimile No. (41-22) 740.14.35	Telephone No. (41-22) 338.83.38

Form PCT/IB/301 (July 1998)

003409942

International application No.
PCT/US00/13055

INFORMATION ON TIME LIMITS FOR ENTERING THE NATIONAL PHASE

The applicant is reminded that the "national phase" must be entered before each of the designated Offices indicated in the Notification of Receipt of Record Copy (Form PCT/IB/301) by paying national fees and furnishing translations, as prescribed by the applicable national laws.

The time limit for performing these procedural acts is **20 MONTHS** from the priority date or, for those designated States which the applicant elects in a demand for international preliminary examination or in a later election, **30 MONTHS** from the priority date, provided that the election is made before the expiration of 19 months from the priority date. Some designated (or elected) Offices have fixed time limits which expire even later than 20 or 30 months from the priority date. In other Offices an extension of time or grace period, in some cases upon payment of an additional fee, is available.

In addition to these procedural acts, the applicant may also have to comply with other special requirements applicable in certain Offices. **It is the applicant's responsibility** to ensure that the necessary steps to enter the national phase are taken in a timely fashion. Most designated Offices do not issue reminders to applicants in connection with the entry into the national phase.

For detailed information about the procedural acts to be performed to enter the national phase before each designated Office, the applicable time limits and possible extensions of time or grace periods, and any other requirements, see the relevant Chapters of Volume II of the PCT Applicant's Guide. Information about the requirements for filing a demand for international preliminary examination is set out in Chapter IX of Volume I of the PCT Applicant's Guide.

GR and ES became bound by PCT Chapter II on 7 September 1996 and 6 September 1997, respectively, and may, therefore, be elected in a demand or a later election filed on or after 7 September 1996 and 6 September 1997, respectively, regardless of the filing date of the international application. (See second paragraph above.)

Note that only an applicant who is a national or resident of a PCT Contracting State which is bound by Chapter II has the right to file a demand for international preliminary examination.

CONFIRMATION OF PRECAUTIONARY DESIGNATIONS

This notification lists only specific designations made under Rule 4.9(a) in the request. It is important to check that these designations are correct. Errors in designations can be corrected where precautionary designations have been made under Rule 4.9(b). The applicant is hereby reminded that any precautionary designations may be confirmed according to Rule 4.9(c) before the expiration of 15 months from the priority date. If it is not confirmed, it will automatically be regarded as withdrawn by the applicant. There will be no reminder and no invitation. Confirmation of a designation consists of the filing of a notice specifying the designated State concerned (with an indication of the kind of protection or treatment desired) and the payment of the designation and confirmation fees. Confirmation must reach the receiving Office within the 15-month time limit.

REQUIREMENTS REGARDING PRIORITY DOCUMENTS

For applicants who have not yet complied with the requirements regarding priority documents, the following is recalled.

Where the priority of an earlier national, regional or international application is claimed, the applicant must submit a copy of the said earlier application, certified by the authority with which it was filed ("the priority document") to the receiving Office (which will transmit it to the International Bureau) or directly to the International Bureau, before the expiration of 16 months from the priority date, provided that any such priority document may still be submitted to the International Bureau before that date of international publication of the international application, in which case that document will be considered to have been received by the International Bureau on the last day of the 16-month time limit (Rule 17.1(a)).

Where the priority document is issued by the receiving Office, the applicant may, instead of submitting the priority document, request the receiving Office to prepare and transmit the priority document to the International Bureau. Such request must be made before the expiration of the 16-month time limit and may be subjected by the receiving Office to the payment of a fee (Rule 17.1(b)).

If the priority document concerned is not submitted to the International Bureau or if the request to the receiving Office to prepare and transmit the priority document has not been made (and the corresponding fee, if any, paid) within the applicable time limit indicated under the preceding paragraphs, any designated State may disregard the priority claim, provided that no designated Office may disregard the priority claim concerned before giving the applicant an opportunity to furnish the priority document within a time limit which is reasonable under the circumstances.

Where several priorities are claimed, the priority date to be considered for the purposes of computing the 16-month time limit is the filing date of the earliest application whose priority is claimed.

PCM

PATENT COOPERATION TREATY

From the INTERNATIONAL BUREAU

PCT

NOTICE INFORMING THE APPLICANT OF THE COMMUNICATION OF THE INTERNATIONAL APPLICATION TO THE DESIGNATED OFFICES

(PCT Rule 47.1(c), first sentence)

To:
WOODBRIDGE, Richard, C.
Woodbridge & Associates, P.C.
P.O. Box 592
Princeton, NJ 08542-0592
ETATS-UNIS D'AMERIQUE

Date of mailing (day/month/year) 23 November 2000 (23.11.00)	
Applicant's or agent's file reference 5163-103 WO	**IMPORTANT NOTICE**

International application No.	**International filing date** (day/month/year)	**Priority date** (day/month/year)
PCT/US00/13055	12 May 2000 (12.05.00)	14 May 1999 (14.05.99)

Applicant
FUNYELLOW, INC. et al

1. Notice is hereby given that the International Bureau has communicated, as provided in Article 20, the international application to the following designated Offices on the date indicated above as the date of mailing of this Notice:
   AU,KP,KR,US

   In accordance with Rule 47.1(c), third sentence, those Offices will accept the present Notice as conclusive evidence that the communication of the international application has duly taken place on the date of mailing indicated above and no copy of the international application is required to be furnished by the applicant to the designated Office(s).

2. The following designated Offices have waived the requirement for such a communication at this time:
   AL,AM,AP,AT,AZ,BA,BB,BG,BR,BY,CA,CH,CN,CU,CZ,DE,DK,EA,EE,EP,ES,FI,GB,GE,GH,GM,HU,
   ID,IL,IS,JP,KE,KG,KZ,LC,LK,LR,LS,LT,LU,LV,MD,MG,MK,MN,MW,MX,NO,NZ,OA,PL,PT,RO,RU,
   SD,SE,SG,SI,SK,SL,TJ,TM,TR,TT,UA,UG,UZ,VN,YU,ZW
   The communication will be made to those Offices only upon their request. Furthermore, those Offices do not require the applicant to furnish a copy of the international application (Rule 49.1(a-bis)).

3. Enclosed with this Notice is a copy of the international application as published by the International Bureau on
   23 November 2000 (23.11.00) under No. WO 00/70477

REMINDER REGARDING CHAPTER II (Article 31(2)(a) and Rule 54.2)

If the applicant wishes to postpone entry into the national phase until 30 months (or later in some Offices) from the priority date, **a demand for international preliminary examination** must be filed with the competent International Preliminary Examining Authority before the expiration of 19 months from the priority date.

It is the applicant's sole responsibility to monitor the 19-month time limit.

Note that only an applicant who is a national or resident of a PCT Contracting State which is bound by Chapter II has the right to file a demand for international preliminary examination.

REMINDER REGARDING ENTRY INTO THE NATIONAL PHASE (Article 22 or 39(1))

If the applicant wishes to proceed with the international application in the **national phase**, he must, within 20 months or 30 months, or later in some Offices, perform the acts referred to therein before each designated or elected Office.

For further important information on the time limits and acts to be performed for entering the national phase, see the Annex to Form PCT/IB/301 (Notification of Receipt of Record Copy) and Volume II of the PCT Applicant's Guide.

Already Docketed: Demand: 12/14/00
20 mo.: 12/14/01
30 mo.: 11/14/01

The International Bureau of WIPO **34, chemin des Colombettes** **1211 Geneva 20, Switzerland**	Authorized officer J. Zahra
Facsimile No. (41-22) 740.14.35	Telephone No. (41-22) 338.83.38

PATENT COOPERATION TREATY

From the
INTERNATIONAL PRELIMINARY EXAMINING AUTHORITY

To: RICHARD C. WOODBRIDGE
WOODBRIDGE & ASSOCIATES, P.C.
P.O. BOX 592
PRINCETON, NJ 08542-0592

PCT

NOTIFICATION OF TRANSMITTAL OF INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Rule 71.1)

Date of Mailing *(day/month/year)*	13 JUL 2001
Applicant's or agent's file reference 5163-103 WO	**IMPORTANT NOTIFICATION**

International application No.	International filing date *(day/month/year)*	Priority Date *(day/month/year)*
PCT/US00/13055	12 MAY 2000	14 MAY 1999

Applicant
FUNYELLOW, INC.

1. The applicant is hereby notified that this International Preliminary Examining Authority transmits herewith the international preliminary examination report and its annexes, if any, established on the international application.

2. A copy of the report and its annexes, if any, is being transmitted to the International Bureau for communication to all the elected Offices.

3. Where required by any of the elected Offices, the International Bureau will prepare an English translation of the report (but not of any annexes) and will transmit such translation to those Offices.

4. **REMINDER**

The applicant must enter the national phase before each elected Office by performing certain acts (filing translations and paying national fees) within 30 months from the priority date (or later in some Offices)(Article 39(1))(see also the reminder sent by the International Bureau with Form PCT/IB/301).

Where a translation of the international application must be furnished to an elected Office, that translation must contain a translation of any annexes to the international preliminary examination report. It is the applicant's responsibility to prepare and furnish such translation directly to each elected Office concerned.

For further details on the applicable time limits and requirements of the elected Offices, see Volume II of the PCT Applicant's Guide.

Name and mailing address of the IPEA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230	Authorized officer HEATHER HERNDON Telephone No. (703) 308-5186

Form PCT/IPEA/416 (July 1992) ★

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

Applicant's or agent's file reference 5163-103 WO	**FOR FURTHER ACTION**	See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)
International application No. PCT/US00/13055	International filing date *(day/month/year)* 12 MAY 2000	Priority date *(day/month/year)* 14 MAY 1999
International Patent Classification (IPC) or national classification and IPC IPC(7): G06F 15/00 and US Cl.: 345/302, 473		
Applicant FUNYELLOW, INC.		

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.

2. This REPORT consists of a total of 5 sheets.

   ☐ This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority. (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).

   These annexes consist of a total of 0 sheets.

3. This report contains indications relating to the following items:

   I ☒ Basis of the report

   II ☐ Priority

   III ☐ Non-establishment of report with regard to novelty, inventive step or industrial applicability

   IV ☐ Lack of unity of invention

   V ☒ Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

   VI ☐ Certain documents cited

   VII ☐ Certain defects in the international application

   VIII ☐ Certain observations on the international application

Date of submission of the demand	Date of completion of this report
14 DECEMBER 2000	19 JUNE 2001
Name and mailing address of the IPEA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230	Authorized officer Peggy Harrod HEATHER HERNDON Telephone No. (703) 308-5186

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.
PCT/US00/13055

I. Basis of the report

1. With regard to the **elements** of the international application:*

☐ the international application as originally filed

☒ the description:
pages 1-10, as originally filed
pages NONE, filed with the demand
pages NONE, filed with the letter of _____

☒ the claims:
pages NONE, as originally filed
pages 12-18, as amended (together with any statement) under Article 19
pages NONE, filed with the demand
pages NONE, filed with the letter of _____

☒ the drawings:
pages 1-11, as originally filed
pages NONE, filed with the demand
pages NONE, filed with the letter of _____

☒ the sequence listing part of the description:
pages NONE, as originally filed
pages NONE, filed with the demand
pages NONE, filed with the letter of _____

2. With regard to the **language**, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.
These elements were available or furnished to this Authority in the following language _____ which is:

☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).

☐ the language of publication of the international application (under Rule 48.3(b)).

☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).

3. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

☐ contained in the international application in printed form.

☐ filed together with the international application in computer readable form.

☐ furnished subsequently to this Authority in written form.

☐ furnished subsequently to this Authority in computer readable form.

☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.

☐ The statement that the information recorded in computer readable form is identical to the writen sequence listing has been furnished.

4. ☒ The amendments have resulted in the cancellation of:

☒ the description, pages NONE

☒ the claims, Nos. 1-27, 42-49

☒ the drawings, sheets/~~fig~~ NONE

5. ☐ This report has been drawn as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).**

** Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).*

***Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.*

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.
PCT/US00/13055

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. statement

Novelty (N)	Claims	28-41, 50-69, 73-86	YES
	Claims	NONE	NO
Inventive Step (IS)	Claims	NONE	YES
	Claims	28-41, 50-69, 73-86	NO
Industrial Applicability (IA)	Claims	28-41, 50-69, 73-86	YES
	Claims	NONE	NO

2. citations and explanations (Rule 70.7)

Claims 28-30, 60-62, 64, 66, 68-69, 79, 86 lack an inventive step under PCT Article 33(3) as being obvious over Gudmundson et al. (US Pat No. 5,680,619) in view of Ramos et al. (US Pat No. 5,896,533).

Regarding independent claim 28, Gudmundson discloses:
- receiving a plurality of digital media data objects (col 8, lines 57-65)
- selecting and inserting media objects into the document to create a story file (col 7, lines 1-5; col 8, lines 57-65, drag and drop multimeda media objects to author multimedia sequences)
- object linking to other objects (col 7, lines 39-42; col 8, lines 23-30)

Since the media objects are objects created from the object-oriented programming wherein object elements have properties that define what an element is, it would have been obvious to an ordinary skill in the art at the time of the invention was made to recognized that each object has code to control the behavior of the object, the identification and the parameter of the object (based on the properties).
In addition, Gudmundson discloses the object-based authoring that allows an user to create and configure individual objects using highly visual interfaces (col 7, lines 39-67).
It would have been obvious to an ordinary skill in the art at the time of the invention was made to recognized that the raw animated file designated as blank is included since at the begining of the creation, the animated file should be blank. The rendering of the story file of selected media objects would have been obvious since the media object authoring is performed on a highly visual interface.

Regarding claim 29, which is dependent on claim 28, Gudmundson discloses "dragging and dropping" mechanism to author multimedia sequence files, it would have been obvious to an ordinary skill in the art at the time of the invention was made to recognized that an user can drag a selected media object and drop to an existed object to override that object.
(Continued on Supplemental Sheet.)

Supplemental Box
(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: Boxes I - VIII

V. 2. REASONED STATEMENTS - CITATIONS AND EXPLANATIONS (Continued):
Also, presenting a preview of a file was a well known feature in the art.

Regarding claim 30, which is dependent on claim 28, since the object-based authoring performed on a computer system.it would have been obvious to an ordinary skill in the art at the time of the invention was made to have recognized such authoring is accomplished via an animation software.

Independent claim 60 is for a data object including limitations of claim 28, and is rejected under the same rationale.

Regarding claim 61, which is dependent on claim 60, since the object data is stored in the remote server and is not changed as as time goes by, it would have been obvious to an ordinary skill in the art at the time of the invention was made to recognized that such data is a static binary data.

Regarding claim 62, which is dependent on claim 60, since the object-based authoring is performed on a commputer system, in which programs are coded by binary code, it would have been obvious to an ordinary skill in the art at the time of the invention was made to recognized that media data are binary images.

Regarding claims 64, 66, 68-69, which are dependent on claim 60, Gudmundson discloses that the media data comprises a sound file, a text file, a plurality of multimedia data types, or a combination of similar data objects (col 9, lines 1-4).

Regarding independent claim 79, as mentioned in claims 28 and 29 above, Gudmundson discloses:
- providing the basic content data for the data object (col 7, lines 1-5; col 8, lines 57-65)
- applying object-oriented programming on creating a media data object which includes selected media objects using the technique Hierarchical Encapsulation (col 7, lines 20-50; col 8, lines 23-32, 45-65)
- storing the data object compiled in a database, and for further retrieval in order to use in the future (col 8, lines 47-56, objects stored can be reused in other environment)
It would have been obvious to an ordinary skill in the art at the time of the invention was made to have modified Gudmundson to include the step of compiling the basic content data with high level information for use in communication and interacting with other data objects based on the Hierarchical Encapsulation. Moreover, since the feature of previewing a file was well known in the art, it would have been obvious to an ordinary skill in the art at the time of the invention was made to have modified Gudmundson to include the step of previewing a media object before final editing.

Regarding claim 86, which is dependent on claim 79, since Gudmundson discloses the object-based authoring applying the object-oriented method, it would have been obvious to an ordinary skill in the art at the time of the invention was made to have recognized that the media object further includes keyword, name,type and author information.

Claims 31-59, 63, 65, 67,74-78, 80-85 lack an inventive step under PCT Article 33(3) as being obvious over Gudmundson in view of Ramos et al. (US Pat No. 5,896,533).

Regarding claims 31,40 and 55, Gudmundson does not disclose that the step of creating the animated data file is accomplished using a web-based application.
Ramos discloses a method of creating objects for a web page (abstract; col 1, lines 32-40; figures 5-8). It would have been obvious to an ordinary skill in the art at the time of the invention was made to have combined Ramos to Gudmundson to enhance the method of creating media objects for a presentation file for both non web-based application and web-based application.

Regarding claims 32 and 35, which are dependent on claim 28, Ramos discloses specifying limits on which digital media data objects may be inserted (figure 6, only objects belonged to the list can be inserted).

Regarding claims 33 and 78, which are dependent on claim 28 and 74 respectively, Ramos discloses that limiting digital media objects based on keyword information found in said data object (figure 8).

Supplemental Box
(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: Boxes I - VIII

Regarding claim 34, which is dependent on claim 28, Ramos discloses that limiting digital media objects by specifying an enumerated list of particular data objects to be inserted (col 6, lines 6-15).

Claims 74-77 include subject matters as in claims 32-35, and are rejected under the same rationale.

Regarding claims 36-37, 56-57, Ramos discloses that the media objects are selected from the public dictionary and from the private dictionary (col 5, lines 64-67 to col 6, lines 1-5; figure 6; col 3, lines 49-57).

Regarding claims 39 and 59, Ramos discloses that rendering an animated presentation of selected media objects is achieved on a remotely located server accessible via a network (figures 4, 6).

Regarding claim 41, which is dependent on claim 28, since Ramos discloses that the objects can be selected and inserted in the web document, it would have been obvious to an ordinary skill in the art at the time of the invention was made to have recognized that at the begining of the creating, the animated file is a blank file for receiving and inserting selected media objects and the blank story file exists before the steps inserting, editing, or viewing media objects.

Regarding claim 50, Ramos discloses that the step of rendering includes weaving the set of media objects by using links, codes, and parameters of the objects (col 3, lines 58-67 to col 4, lines 1-45).

Claims 51-57 are for the system of method claims 28-37, and are rejected under the same rationale.

Regarding claim 58, which is dependent on claim 51, since the actions are performed on a computer system, in which programs to be executed based on binary codes, it would have been obvious to an ordinary skill in the art at the time of the invention was made to have recognized that the object data are created from binary data sources.

Regarding claim 59, which is a system of method claim 39 disclosed above, the rendering, which includes creation, storage, retrieval and display, is performed from a remote server and communicated via a network.

Regarding claim 63, which is dependent on claim 60, Gudmundson does not disclose that the media data comprises an HTML script. Ramos discloses that objects which are media data can be inserted into a web document. Since a web document is written by HTML, it would have been obvious to an ordinary skill in the art at the time of the invention was made to have recognized that media data is transformed into HTML script to be inserted to the document.

Regarding claims 65 and 67, which are dependent on claim 60, since Ramos discloses the applying of Netscape browser,it would have been obvious to an ordinary skill in the art at the time of the invention was made to have realized that a plug-in is included in the media data.

Regarding claims 80-83, Ramos discloses that the content data comprised browser-readable code (col 1, lines 47-57, using Netscape browser). In addition, since the computer program of a software, ultimately, is transformed into binary code,it would have been obvious to an ordinary skill in the art at the time of the invention was made to have recognized that media data are binary codes, compiled by a compiler.

Regarding claims 84-85, which are dependent on claim 79, Ramos discloses that the data objects are stored in a public dictionary or a private dictionary (col 1, lines 39-47; col 5, lines 64-67 to col 6, lines 1-5).

---------- NEW CITATIONS ----------

US 5,907,704 A (GUDMUNDSON et al.) 25 MAY 1999, see abstract; col 1, lines 17-22; col 7, lines 64-67 to col 8, lines 1-5.

Balasubramanian et al., A Large-Scale Hypermedia Application Using Document Management and Web Technologies, ACM, 1997, pages 1-12.

Masake et al., Hypermedia EIS and the World Wide Web, Systems Sciences, 1995, pages 140-149.

JC18 Rec'd PCT/PTO 13 NOV 2001

EXP. MAIL NUMBER EL640214751US
FILE NUMBER 5163-103US

10/009664

"EXPRESS MAIL CERTIFICATE"

"Express Mail" Mailing Label Number: EL640214751US

Express Mail Corporate Account Number: X085-783

Date of Deposit: Nov. 13, 2001

Title: **"System And Method For Generating Interactive Animated Information And Advertisements"**

Type of Documents:

1. Transmittal Letter (x2) – 2 pages and Filing Fee of $370.00;
2. PCT International Application – 30 pages;
3. Preliminary Amendment – 6 pages;
4. Executed Declaration and Power of Attorney – 4 pages;
5. Assignment and Recordation Form – 5 pages and filing fee of $40.00
6. Verified Statement Claiming Small Entity – 2 pages;
7. PCT Notification of Transmittal of IPER and IPER – 6 pages;
8. PCT Notification of International Search Report and Search Report – 4 pages;
9. PCT Request – 6 pages
10. PCT Demand – 6 pages
11. Amendment Under PCT Article 34(2)(b) – 9 pages
12. Entry Into European Phase – 4 pages
13. PCT Notification Concerning Submission or Transmittal of Priority Document – 3 pages
14. PCT Notice Informing the Applicant of the Communication of the International Application to the Designated Offices – 1 page
15. This "Express Mail" Certificate; and,
16. Acknowledgment Post Card.

I hereby certify that the enclosed documents are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner of Patents and Trademarks, Patent and Trademark Office, Box PCT, Washington, D.C. 20231.

Richard C. Woodbridge, Esq.
(Typed or printed name of person mailing paper or fee)

(Signature of person mailing paper or fee)

PCT

REQUEST

The undersigned requests that the present international application be processed according to the Patent Cooperation Treaty.

For receiving Office use only

International Appli[redacted] No.

International Filing Date

Name of receiving Office and "PCT International Application"

Applicant's or agent's file reference *(if desired) (12 characters maximum)* 5163-103 WO

Box No. I TITLE OF INVENTION

SYSTEM AND METHOD FOR GENERATING INTERACTIVE ANIMATED INFORMATION AND ADVERTISEMENTS

Box No. II APPLICANT

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (i.e. country) of residence if no State of residence is indicated below.)*

FUNYELLOW, INC.
1432 Concannon Boulevard
Livermore, CA 94550
US

☐ This person is also inventor.

Telephone No.
(925) 455-1200

Facsimile No.
(925) 455-1927

Teleprinter No.

State *(i.e. country)* of nationality: US

State *(i.e. country)* of residence: US

This person is applicant for the purposes of: ☒ all designated States ☐ all designated States except the United States of America ☐ the United States of America only ☐ the States indicated in the Supplemental Box

Box No. III FURTHER APPLICANT(S) AND/OR (FURTHER) INVENTOR(S)

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (i.e. country) of residence if no State of residence is indicated below.)*

LAVINE, ADAM
5576 Arlene Way
Livermore, CA 94550
US

This person is:

☐ applicant only

☒ applicant and inventor

☐ inventor only *(If this check-box is marked, do not fill in below.)*

State *(i.e. country)* of nationality: US

State *(i.e. country)* of residence: US

This person is applicant for the purposes of: ☒ all designated States ☐ all designated States except the United States of America ☐ the United States of America only ☐ the States indicated in the Supplemental Box

☐ Further applicants and/or (further) inventors are indicated on a continuation sheet.

Box No. IV AGENT OR COMMON REPRESENTATIVE; OR ADDRESS FOR CORRESPONDENCE

The person identified below is hereby/has been appointed to act on behalf of the applicant(s) before the competent International Authorities as: ☒ agent ☐ common representative

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)*

WOODBRIDGE, RICHARD C.
WOODBRIDGE & ASSOCIATES, P.C.
P.O. Box 592
Princeton, NJ 08542-0592

Telephone No.
(609) 924-3773

Facsimile No.
(609) 924-1811

Teleprinter No.

☐ Mark this check-box where no agent or common representative is/has been appointed and the space above is used instead to indicate a special address to which correspondence should be sent.

Continuation of Box N[redacted] FURTHER APPLICANTS AND/OR (F[redacted]THER) INVENTORS

If none of the following sub-boxes is used, this sheet is not to be included in the request.

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (i.e. country) of residence if no State of residence is indicated below.)*

CHEN, YU-JEN DENNIS
5588 Felicia Avenue
Livermore, CA 94550
US

This person is:
- ☐ applicant only
- ☐ applicant and inventor
- ☒ inventor only *(If this check-box is marked, do not fill in below.)*

State *(i.e. country)* of nationality: Taiwan, R.O.C.

State *(i.e. country)* of residence: US

This person is applicant for the purposes of:
- ☒ all designated States
- ☐ all designated States except the United States of America
- ☐ the United States of America only
- ☐ the States indicated in the Supplemental Box

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (i.e. country) of residence if no State of residence is indicated below.)*

RODGERS, DWIGHT
32 Turner Court
Princeton, NJ 08540
US

This person is:
- ☐ applicant only
- ☐ applicant and inventor
- ☒ inventor only *(If this check-box is marked, do not fill in below.)*

State *(i.e. country)* of nationality: US

State *(i.e. country)* of residence: US

This person is applicant for the purposes of:
- ☐ all designated States
- ☐ all designated States except the United States of America
- ☐ the United States of America only
- ☐ the States indicated in the Supplemental Box

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (i.e. country) of residence if no State of residence is indicated below.)*

This person is:
- ☐ applicant only
- ☐ applicant and inventor
- ☐ inventor only *(If this check-box is marked, do not fill in below.)*

State *(i.e. country)* of nationality:

State *(i.e. country)* of residence:

This person is applicant for the purposes of:
- ☐ all designated States
- ☐ all designated States except the United States of America
- ☐ the United States of America only
- ☐ the States indicated in the Supplemental Box

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (i.e. country) of residence if no State of residence is indicated below.)*

This person is:
- ☐ applicant only
- ☐ applicant and inventor
- ☐ inventor only *(If this check-box is marked, do not fill in below.)*

State *(i.e. country)* of nationality:

State *(i.e. country)* of residence:

This person is applicant for the purposes of:
- ☐ all designated States
- ☐ all designated States except the United States of America
- ☐ the United States of America only
- ☐ the States indicated in the Supplemental Box

☐ Further applicants and/or (further) inventors are indicated on another continuation sheet.

Box No.V DESIGNATION OF STATES

The following designations are hereby made under Rule 4.9(a) *(mark the applicable check-boxes; at least one must be marked):*

Regional Patent

☒ **AP ARIPO Patent:** GH Ghana, GM Gambia, KE Kenya, LS Lesotho, MW Malawi, SD Sudan, SZ Swaziland, UG Uganda, ZW Zimbabwe, and any other State which is a Contracting State of the Harare Protocol and of the PCT

☒ **EA Eurasian Patent:** AM Armenia, AZ Azerbaijan, BY Belarus, KG Kyrgyzstan, KZ Kazakhstan, MD Republic of Moldova, RU Russian Federation, TJ Tajikistan, TM Turkmenistan, and any other State which is a Contracting State of the Eurasian Patent Convention and of the PCT

☒ **EP European Patent:** AT Austria, BE Belgium, CH and LI Switzerland and Liechtenstein, DE Germany, DK Denmark, ES Spain, FI Finland, FR France, GB United Kingdom, GR Greece, IE Ireland, IT Italy, LU Luxembourg, MC Monaco, NL Netherlands, PT Portugal, SE Sweden, and any other State which is a Contracting State of the European Patent Convention and of the PCT

☒ **OA OAPI Patent:** BF Burkina Faso, BJ Benin, CF Central African Republic, CG Congo, CI Côte d'Ivoire, CM Cameroon, GA Gabon, GN Guinea, ML Mali, MR Mauritania, NE Niger, SN Senegal, TD Chad, TG Togo, and any other State which is a member State of OAPI and a Contracting State of the PCT *(if other kind of protection or treatment desired, specify on dotted line)* .....

National Patent *(if other kind of protection or treatment desired, specify on dotted line):*

☒ **AL** Albania .....
☒ **AM** Armenia .....
☒ **AT** Austria .....
☒ **AU** Australia .....
☒ **AZ** Azerbaijan
☒ **BA** Bosnia and Herzegovina .....
☒ **BB** Barbados
☒ **BG** Bulgaria .....
☒ **BR** Brazil .....
☒ **BY** Belarus
☒ **CA** Canada
☒ **CH and LI** Switzerland and Liechtenstein
☒ **CN** China .....
☒ **CU** Cuba .....
☒ **CZ** Czech Republic .....
☒ **DE** Germany .....
☒ **DK** Denmark .....
☒ **EE** Estonia .....
☒ **ES** Spain .....
☒ **FI** Finland .....
☒ **GB** United Kingdom
☒ **GE** Georgia .....
☒ **GH** Ghana .....
☒ **GM** Gambia
☒ **GW** Guinea-Bissau .....
☒ **HU** Hungary .....
☒ **ID** Indonesia
☒ **IL** Israel .....
☒ **IS** Iceland
☒ **JP** Japan .....
☒ **KE** Kenya .....
☒ **KG** Kyrgyzstan .....
☒ **KP** Democratic People's Republic of Korea .....
☒ **KR** Republic of Korea .....
☒ **KZ** Kazakhstan .....
☒ **LC** Saint Lucia
☒ **LK** Sri Lanka
☒ **LR** Liberia
☒ **LS** Lesotho .....
☒ **LT** Lithuania
☒ **LU** Luxembourg
☒ **LV** Latvia
☒ **MD** Republic of Moldova .....
☒ **MG** Madagascar .....
☒ **MK** The former Yugoslav Republic of Macedonia .....
☒ **MN** Mongolia
☒ **MW** Malawi .....
☒ **MX** Mexico .....
☒ **NO** Norway
☒ **NZ** New Zealand .....
☒ **PL** Poland .....
☒ **PT** Portugal .....
☒ **RO** Romania
☒ **RU** Russian Federation .....
☒ **SD** Sudan
☒ **SE** Sweden
☒ **SG** Singapore
☒ **SI** Slovenia .....
☒ **SK** Slovakia .....
☒ **SL** Sierra Leone
☒ **TJ** Tajikistan .....
☒ **TM** Turkmenistan .....
☒ **TR** Turkey .....
☒ **TT** Trinidad and Tobago .....
☒ **UA** Ukraine .....
☒ **UG** Uganda .....
☒ **US** United States of America .....
☒ **UZ** Uzbekistan .....
☒ **VN** Viet Nam .....
☒ **YU** Yugoslavia .....
☒ **ZW** Zimbabwe .....

Check-boxes reserved for designating States (for the purposes of a national patent) which have become party to the PCT after issuance of this sheet:

☐ .....
☐ .....
☐ .....

In addition to the designations made above, the applicant also makes under Rule 4.9(b) all designations which would be permitted under the PCT except the designation(s) of _____. The applicant declares that those additional designations are subject to confirmation and that any designation which is not confirmed before the expiration of 15 months from the priority date is to be regarded as withdrawn by the applicant at the expiration of that time limit. *(Confirmation of a designation consists of the filing of a notice specifying that designation and the payment of the designation and confirmation fees. Confirmation must reach the receiving Office within the 15-month time limit.)*

Supplemental Box *If the Supplemental Box is not used, this sheet need not be included in the request.*

Use this box in the following cases:

1. If, in any of the Boxes, the space is insufficient to furnish all the information:	***in such case, write "Continuation of Box No. ..." [indicate the number of the Box] and furnish the information in the same manner as required according to the captions of the Box in which the space was insufficient;***
in particular:	
(i) if more than two persons are involved as applicants and/or inventors and no "continuation sheet" is available:	*in such case, write "Continuation of Box No. III" and indicate for each additional person the same type of information as required in Box No. III. The country of the address indicated in this Box is the applicant's State (i.e. country) of residence if no State of residence is indicated below;*
(ii) if, in Box No. II or in any of the sub-boxes of Box No. III, the indication "the States indicated in the Supplemental Box" is checked:	*in such case, write "Continuation of Box No. II" or "Continuation of Box No. III" or "Continuation of Boxes No. II and No. III" (as the case may be), indicate the name of the applicant(s) involved and, next to (each) such name, the State(s) (and/or, where applicable, ARIPO, Eurasian, European or OAPI patent) for the purposes of which the named person is applicant;*
(iii) if, in Box No. II or in any of the sub-boxes of Box No. III, the inventor or the inventor/applicant is not inventor for the purposes of all designated States or for the purposes of the United States of America:	*in such case write "Continuation of Box No. II" or "Continuation of Box No. III" or "Continuation of Boxes No. II and No. III" (as the case may be), indicate the name of the inventor(s) and, next to (each) such name, the State(s) (and/or, where applicable, ARIPO, Eurasian, European or OAPI patent) for the purposes of which the named person is inventor;*
(iv) if, in addition to the agent(s) indicated in Box No. IV, there are further agents:	*in such case, write "Continuation of Box No. IV" and indicate for each further agent the same type of information as required in Box No. IV;*
(v) if, in Box No. V, the name of any State (or OAPI) is accompanied by the indication "patent of addition," or "certificate of addition," or if, in Box No. V, the name of the United States of America is accompanied by an indication "Continuation" or "Continuation-in-part":	*in such case, write "Continuation of Box No. V" and the name of each State involved (or OAPI), and after the name of each such State (or OAPI), the number of the parent title or parent application and the date of grant of the parent title or filing of the parent application:*
(vi) if there are more than three earlier applications whose priority is claimed:	*in such case, write "Continuation of Box No. VI" and indicate for each additional earlier application the same type of information as required in Box No. VI.*
2. If the applicant claims, in respect of any designated Office, the benefits of provisions of the national law concerning non-prejudicial disclosures or exceptions to	***in such case, write "Statement Concerning Non-Prejudicial Disclosures or Exceptions to Lack of Novelty" and furnish that statement below.***

Box No. VI PRIORITY C[redacted]M Further priority claims a[redacted]dicated in the Supplemental Box ☐

The priority of the following earlier application(s) is hereby claimed:

Country *(in which, or for which, the application was filed)*	Filing Date *(day/month/year)*	Application No.	Office of filing *(only for regional or international application)*
item (1) United States	14 May 1999 (14-05-99)	60/134,231	
item (2)	( )		
item (3)	( )		

Mark the following check-box if the certified copy of the earlier application is to be issued by the Office which for the purposes of the present international application is the receiving Office (a fee may be required):

☐ The receiving Office is hereby requested to prepare and transmit to the International Bureau a certified copy of the earlier application(s) identified above as item(s): _____

Box No. VII INTERNATIONAL SEARCHING AUTHORITY

Choice of International Searching Authority (ISA) *(If two or more International Searching Authorities are competent to carry out the international search, indicate the Authority chosen; the two-letter code may be used):* ISA/US

Earlier search *Fill in where a search (international, international-type or other) by the International Searching Authority has already been out or requested and the Authority is now requested to base the international search, to the extent possible, on the results of that earlier search. such search or request either by reference to the relevant application (or the translation thereof) or by reference to the search request:*

Country (or regional Office): Date *(day/month/year):* Number:

Box No. VIII CHECK LIST

This international application contains the following number of sheets:

1. request	:	5 sheets
2. description	:	10 sheets
3. claims	:	7 sheets
4. abstract	:	1 sheets
5. drawings	:	11 sheets
Total	:	34 sheets

This international application is accompanied by the item(s) marked below:

1. ☐ separate signed power of attorney
2. ☐ copy of general power of attorney
3. ☐ statement explaining lack of signature
4. ☒ priority document(s) *identified in Box No. VI as item(s):*
5. ☒ fee calculation sheet
6. ☐ separate indications concerning deposited microorganisms
7. ☐ nucleotide and/or amino acid sequence listing (diskette)
8. ☐ other *(specify):*

Figure No. 1 of the drawings (if any) should accompany the abstract when it is published.

Box No. IX SIGNATURE OF APPLICANT OR AGENT

Next to each signature, indicate the name of the person signing and the capacity in which the person signs (if such capacity is not obvious from reading the request).

Richard C. Woodbridge, Esq.

For receiving Office use only

1. Date of actual receipt of the purported international application:
3. Corrected date of actual receipt due to later but timely received papers or drawings completing the purported international application:
4. Date of timely receipt of the required corrections under PCT Article 11(2):
5. International Searching Authority specified by the applicant: ISA/
6. ☐ Transmittal of search copy delayed until search fee is paid

2. Drawings:
☐ received:
☐ not received:

For International Bureau use only

Date of receipt of the record copy by the International Bureau:

This sheet is not part of and does not count as a sheet of the international application.

PCT

FEE CALCULATION SHEET

Annex to the Request

For receiving Office use only

International application No.

Date stamp of the receiving Office

Applicant's or agent's file reference: **5163-103 WO**

Applicant: **FUNYELLOW, INC.**

CALCULATION OF PRESCRIBED FEES

1. TRANSMITTAL FEE . . . . . **240.00** T

2. SEARCH FEE . . . . . **450.00** S

International search to be carried out by **US**

(If two or more International Searching Authorities are competent in relation to the international application, indicate the name of the Authority which is chosen to carry out the international search.)

3. INTERNATIONAL FEE

Basic Fee

The international application contains **34** sheets.

first 30 sheets . . . . . **455.00** b_1

4 remaining sheets x **$10.00** additional amount = **40.00** b_2

Add amounts entered at b_1 and b_2 and enter total at B . . **495.00** B

Designation Fees

The international application contains **75** designations.

8 number of designation fees payable *(maximum 11)* x **92.00** amount of designation fee = **736.00** D

Add amounts entered at B and D and enter total at I . . . . . **1,231.00** I

(Applicants from certain States are entitled to a reduction of 75% of the international fee. Where the applicant is (or all applicants are) so entitled, the total to be entered at I is 25% of the sum of the amounts entered at B and

4. FEE FOR PRIORITY DOCUMENT . . . . . P

5. TOTAL FEES PAYABLE

Add amounts entered at T, S, I and P, and enter total in the TOTAL box . . **1,921.00** TOTAL

☐ The designation fees are not paid at this time.

MODE OF PAYMENT

- ☐ authorization to charge deposit account (see below)
- ☒ cheque
- ☐ postal money order
- ☐ bank draft
- ☐ cash
- ☐ revenue stamps
- ☐ coupons
- ☐ other *(specify)*:

DEPOSIT ACCOUNT AUTHORIZATION *(this mode of payment may not be available at all receiving Offices)*

The RO/ **US**

- ☐ is hereby authorized to charge the total fees indicated above to my deposit account.
- ☒ is hereby authorized to charge any deficiency or credit any overpayment in the total fees indicated above to my deposit account.
- ☒ is hereby authorized to charge the fee for preparation and transmittal of the priority document to the International Bureau of WIPO to my deposit account.

23-3040 Deposit Account Number

12/05/2000 Date *(day/month/year)*

Signature

The demand must be filed directly with the competent International Preliminary Examining Authority or, if two or more Authorities are competent, with the one chosen by the applicant. The full name or two-letter code of that Authority may be indicated by the applicant on the line below:

IPEA/ US

PCT

CHAPTER II

DEMAND

under Article 31 of the Patent Cooperation Treaty:
The undersigned requests that the international application specified below be the subject of international preliminary examination according to the Patent Cooperation Treaty and hereby elects all eligible States (except where otherwise indicated).

For International Preliminary Examining Authority use only

Identification of IPEA	Date of receipt of DEMAND

Box No. I IDENTIFICATION OF THE INTERNATIONAL APPLICATION

Applicant's or agent's file reference:

International application No.	International filing date *(day/month/year)*	(Earliest) Priority date *(day/month/year)*
PCT/US00/13055	12 MAY 2000 (12-05-00)	14 MAY 1999 (14-05-99)

Title of invention
SYSTEM AND METHOD FOR GENERATING INTERACTIVE ANIMATED INFORMATION AND ADVERTISEMENTS

Box No. II APPLICANT(S)

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)*

FUNYELLOW, INC.
1432 CONCANNON BOULEVARD
LIVERMORE, CA 94550
US

Telephone No.: 925-455-1200
Facsimile No.: 925-455-1927
Teleprinter No.:

State *(that is, country)* of nationality: US
State *(that is, country)* of residence: US

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)*

LAVINE, ADAM
5576 ARLENE WAY
LIVERMORE, CA 94550
US

State *(that is, country)* of nationality: US
State *(that is, country)* of residence: US

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)*

CHEN, YU-JEN DENNIS
5588 FELICIA AVENUE
LIVERMORE, CA 94550
US

State *(that is, country)* of nationality: US
State *(that is, country)* of residence: US

☒ Further applicants are indicated on a continuation sheet.

International application No.
PCT/US00/13055

Continuation of Box No. II APPLICANT(S)

If none of the following sub-boxes is used, this sheet is not to be included in the demand.

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)*

RODGERS, DWIGHT
32 TURNER COURT
PRINCETON, NJ 08540
US

State *(that is, country)* of nationality:	State *(that is, country)* of residence:
US	US

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)*

State *(that is, country)* of nationality:	State *(that is, country)* of residence:

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)*

State *(that is, country)* of nationality:	State *(that is, country)* of residence:

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)*

State *(that is, country)* of nationality:	State *(that is, country)* of residence:

☐ Further applicants are indicated on another continuation sheet.

ernational application No.
PCT/US00/13055

Box No. III AGENT OR COMMON REPRESENTATIVE; OR ADDRESS FOR CORRESPONDENCE

The following person is ☒ agent ☐ common representative

and ☒ has been appointed earlier and represents the applicant(s) also for international preliminary examination.

☐ is hereby appointed and any earlier appointment of (an) agent(s) /common representative is hereby revoked.

☐ is hereby appointed, specifically for the procedure before the International Preliminary Examining Authority, in addition to the agent(s)/common representative appointed earlier.

Name and address: *(Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)*

WOODBRIDGE, RICHARD C.
WOODBRIDGE & ASSOCIATES, P.C.
P. O. BOX 592
PRINCETON, NJ 08542

Telephone No.: 609-924-3773

Facsimile No.: 609-924-1811

Teleprinter No.:

☐ Address for correspondence: Mark this check-box where no agent or common representative is/has been appointed and the space above is used instead to indicate a special address to which correspondence should be sent.

Box No. IV BASIS FOR INTERNATIONAL PRELIMINARY EXAMINATION

Statement concerning amendments:*

1. The applicant wishes the international preliminary examination **to start on the basis of:**

☐ the international application as originally filed

the description ☒ as originally filed
☐ as amended under Article 34

the claims ☐ as originally filed
☐ as amended under Article 19 (together with any accompanying statement)
☒ as amended under Article 34

the drawings ☒ as originally filed
☐ as amended under Article 34

2. ☐ The applicant wishes any amendment to the claims under Article 19 to be considered as reversed.

3. ☐ The applicant wishes the start of the international preliminary examination **to be postponed** until the expiration of 20 months from the priority date unless the International Preliminary Examing Authority receives a copy of any amendments made under Article 19 or a notice from the applicant that he does not wish to make such amendments (Rule 69.1(d)). *(This check-box may be marked only where the time limit under Article 19 has not yet expired.)*

* Where no check-box is marked, international preliminary examination will start on the basis of the international application as originally filed or, where a copy of amendments to the claims under Article 19 and/or amendments of the international application under Article 34 are received by the International Preliminary Examining Authority before it has begun to draw up a written opinion or the international preliminary examination report, as so amended.

Language for the purposes of international preliminary examination: .....

☒ which is the language in which the international application was filed.
☐ which is the language of a translation furnished for the purposes of international search.
☐ which is the language of publication of the international application.
☐ which is the language of the translation (to be) furnished for the purposes of international preliminary examination.

Box No. V ELECTION OF STATES

The applicant hereby **elects all eligible States** *(that is, all States which have been designated and which are bound by Chapter II of the PCT)*

excluding the following States which the applicant wishes **not to elect:**

International application No.
PCT/US00/13055

Box No. VI CHECK LIST

The demand is accompanied by the following elements, in the language referred to in Box No. IV, for the purposes of international preliminary examination:			For International Preliminary Examining Authority use only: received	not received
1. translation of international application	:	sheets	☐	☐
2. amendments under Article 34	:	7 sheets	☐	☐
3. copy (or, where required, translation) of amendments under Article 19	:	sheets	☐	☐
4. copy (or, where required, translation) of statement under Article 19	:	sheets	☐	☐
5. letter	:	2 sheets	☐	☐
6. other *(specify)*	:	sheets	☐	☐

The demand is also accompanied by the item(s) marked below:

1. ☒ fee calculation sheet
2. ☐ separate signed power of attorney
3. ☐ copy of general power of attorney; reference number, if any:
4. ☐ statement explaining lack of signature
5. ☐ nucleotide and or amino acid sequence listing in computer readable form
6. ☐ other *(specify)*:

Box No. VII SIGNATURE OF APPLICANT, AGENT OR COMMON REPRESENTATIVE

Next to each signature, indicate the name of the person signing and the capacity in which the person signs (if such capacity is not obvious from reading the demand).

Stuart H. Nissim Reg. 33,541

For International Preliminary Examining Authority use only

1. Date of actual receipt of DEMAND:
2. Adjusted date of receipt of demand due to CORRECTIONS under Rule 60.1(b):
3. ☐ The date of receipt of the demand is AFTER the expiration of 19 months from the priority date and item 4 or 5, below, does not apply. ☐ The applicant has been informed accordingly.
4. ☐ The date of receipt of the demand is WITHIN the period of 19 months from the priority date as extended by virtue of Rule 80.5.
5. ☐ Although the date of receipt of the demand is after the expiration of 19 months from the priority date, the delay in arrival is EXCUSED pursuant to Rule 82.

For International Bureau use only

Demand received from IPEA on:

CHAPTER II

PCT

FEE CALCULATION SHEET

Annex to the Demand for international preliminary examination

International application No.	PCT/US00/13055
Applicant's or agent's file reference	5163-103WO

For International Preliminary Examining Authority use only

Date stamp of the IPEA

Applicant
FUNYELLOW, INC.

Calculation of prescribed fees

1. Preliminary examination fee	490.00	P
2. Handling fee *(Applicants from certain States are entitled to a reduction of 75% of the handling fee. Where the applicant is (or all applicants are) so entitled, the amount to be entered at H is 25% of the handling fee.)*	137.00	H
3. Total of prescribed fees Add the amounts entered at P and H and enter total in the TOTAL box	627.00	TOTAL

Mode of Payment

☐	authorization to charge deposit account with the IPEA (see below)	☐	cash
☒	cheque	☐	revenue stamps
☐	postal money order	☐	coupons
☐	bank draft	☐	other *(specify)*:

Deposit Account Authorization *(this mode of payment may not be available at all IPEAs)*

The IPEA/ US ☐ is hereby authorized to charge the total fees indicated above to my deposit account.

☒ *(this check-box may be marked only if the conditions for deposit accounts of the IPEA so permit)* is hereby authorized to charge any deficiency or credit any overpayment in the total fees indicated above to my deposit account.

23-3040	14/12/2000	
Deposit Account Number	Date *(day/month/year)*	Signature

PCT

PATENT COOPERATION TREATY

From the INTERNATIONAL PRELIMINARY EXAMINING AUTHORITY

PCT

To:
RICHARD C. WOODBRIDGE
WOODBRIDGE & ASSOCIATES, P.C.
P.O. BOX 592
PRINCETON, NJ 08542 0592

NOTIFICATION OF RECEIPT OF DEMAND BY COMPETENT INTERNATIONAL PRELIMINARY EXAMINING AUTHORITY

(PCT Rules 59.3(e) and 61.1(b), first sentence and Administrative Instructions, Section 601(a))

Date of mailing *(day/month/year)*	08 JAN 2001
Applicant's or agent's file reference: 5163-103 WO	**IMPORTANT NOTIFICATION**
International application No.: PCT/US00/13055	International filing date *(day/month/year)*: 12 MAY 00
	Priority date *(day/month/year)*: 14 MAY 99
Applicant: FUNYELLOW, INC.	

1. The applicant is hereby **notified** that this International Preliminary Examining Authority considers the following date as the date of receipt of the demand for international preliminary examination of the international application: 14 Dec 2000

2. That date of receipt is:

   - [x] the actual date of receipt of the demand by this Authority (Rule 61.1(b)).
   - [ ] the actual date of receipt of the demand on behalf of this Authority (Rule 59.3(e)).
   - [ ] the date on which this Authority has, in response to the invitation to correct defects in the demand (Form PCT/IPEA/404), received the required corrections.

3. [ ] **ATTENTION:** That date of receipt is **AFTER** the expiration of 19 months from the priority date. Consequently, the election(s) made in the demand does (do) not have the effect of postponing the entry into the national phase until 30 months from the priority date (or later in some Offices) (Article 39(1)). Therefore, the acts for entry into the national phase must be performed within 20 months from the priority date (or later in some Offices) (Article 22). For details, see the *PCT Applicant's Guide*, Volume ii.

   [ ] *(If applicable)* This notification confirms the information given by telephone, facsimile transmission or in person on: _____

4. Only where paragraph 3 applies, a copy of this notification has been sent to the International Bureau.

Name and mailing address of the IPEA/ Assistant Commissioner for Patent Box PCT Washington, D.C. 20231 Attn:RO/US Facsimile No. 703-305-3230	Authorized officer: D. Russell for Larry Hammond Telephone No. 703 308 6517

Form PCT/IPEA/402 (July 1998)

JAN 11 2001

PCM

PATENT COOPERATION TREATY

From the INTERNATIONAL SEARCHING AUTHORITY

AUG 28 2000

PCT

To: RICHARD C. WOODBRIDGE
WOODBRIDGE & ASSOCIATES, P.C.
P.O. BOX 592
PRINCETON, NJ 08542-0592

NOTIFICATION OF TRANSMITTAL OF THE INTERNATIONAL SEARCH REPORT OR THE DECLARATION

(PCT Rule 44.1)

	Date of Mailing *(day/month/year)* 23 AUG 2000
Applicant's or agent's file reference 5163-103 WO	FOR FURTHER ACTION See paragraphs 1 and 4 below
International application No. PCT/US00/13055	International filing date *(day/month/year)* 12 MAY 2000
Applicant FUNYELLOW, INC.	

1. [X] The applicant is hereby notified that the international search report has been established and is transmitted herewith.

Filing of amendments and statement under Article 19:
The applicant is entitled, if he so wishes, to amend the claims of the international application (see Rule 46):

When? The time limit for filing such amendments is normally 2 months from the date of transmittal of the international search report; however, for more details, see the notes on the accompanying sheet.

Where? Directly to the International Bureau of WIPO
34, chemin des Colombettes
1211 Geneva 20, Switzerland
Facsimile No.: (41-22) 740.14.35

For more detailed instructions, see the notes on the accompanying sheet.

2. [ ] The applicant is hereby notified that no international search report will be established and that the declaration under Article 17(2)(a) to that effect is transmitted herewith.

3. [ ] **With regard to the protest** against payment of (an) additional fee(s) under Rule 40.2, the applicant is notified that:

[ ] the protest together with the decision thereon has been transmitted to the International Bureau together with the applicant's request to forward the texts of both the protest and the decision thereon to the designated Offices.

[ ] no decision has been made yet on the protest; the applicant will be notified as soon as a decision is made.

4. **Further action(s):** The applicant is reminded of the following:

Shortly after **18 months** from the priority date, the international application will be published by the International Bureau. If the applicant wishes to avoid or postpone publication, a notice of withdrawal of the international application, or of the priority claim, must reach the International Bureau as provided in rules 90 *bis* 1 and 90 *bis* 3, respectively, before the completion of the technical preparations for international publication.

Within **19 months** from the priority date, a demand for international preliminary examination must be filed if the applicant wishes to postpone the entry into the national phase until 30 months from the priority date (in some Offices even later).

Within **20 months** from the priority date, the applicant must perform the prescribed acts for entry into the national phase before all designated Offices which have not been elected in the demand or in a later election within 19 months from the priority date or could not be elected because they are not bound by Chapter II.

Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231	Authorized officer STEPHEN HONG James R. Matthews
Facsimile No. (703) 305-3230	Telephone No. (703) 308-5465

Form PCT/ISA/220 (July 1998)* *(See notes on accompanying sheet)*

already invited { Demand Due 12/14/00 (20 mo) 1/14/01

PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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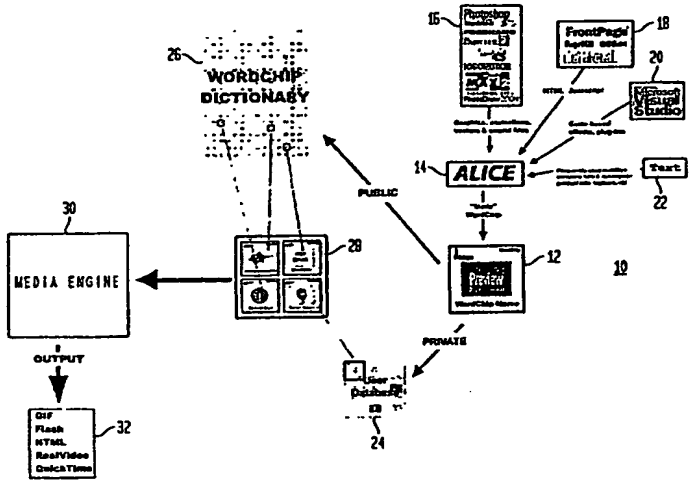
Published
With international search report.

(54) Title: SYSTEM AND METHOD FOR GENERATING INTERACTIVE ANIMATED INFORMATION AND ADVERTISEMENTS



(57) Abstract

A digital animation system relies on digital media data objects (12) called WordChips (12). Each WordChip (12) contains basic digital media Data (42) that may be either a binary data file (16), HTML/Javascript code (18), executable code (20), or plain text (22), as well as MetaData high level information (44). Each WordChip (12) also contains identifying information (46) as well as elements (34, 38, 40) for interacting with other WordChips. A script (36) controlling WordChip behavior may also be added. The digital system allows the user to create WordChips (12) from basic data as well as to form Metaphors (56) from other WordChips. The WordChips (12) may be combined to form Sentences (58) that include instructions (60) for specifying interaction between WordChips. Finally, a Story (62) may be authored from a raw animation file that is modified by adding Slots (70) for receiving WordChips (12). Subsequent users of the Story (62) insert their own WordChips to complete the Story (62). An animation engine (30) then produces an animated presentation (32) based on the completed Story (62).

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